

University of Calgary

Department of Communication, Media and Film

Communication and Media Studies COMS 369 L01 RHETORICAL COMMUNICATION

WINTER 2019

Mon., January 14 – Wed. April 10 (Excluding February 18-22)

Mondays and Wednesdays 14:00-15:15

Instructor: Dr. Tania S. Smith
Office: SS 302
Office Phone: 403-220-7774 – Voice mail only
E-Mail: smit@ucalgary.ca Please put “369” in the subject line.
Web Page: D2L (Brightspace) through MyUofC portal
Office Hours: Mon. 15:30-16:30, Wed. 15:30-16:30, and by appointment.
To schedule an appointment, use this calendar [LINK](#)

Textbooks and Readings

These texts are free of charge, available online with a Creative Commons license through the Open Textbook Library. Lectures will supply rhetorical theory.

Writing for success. (2015). University of Minnesota Libraries Publishing. Retrieved from <https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=53>

Additional online readings from

Writing Commons (<https://writingcommons.org/>)

Internet and electronic communication device information

During student presentations, all electronic devices must be put away or face-down, and laptop monitors must be closed. At all times, use technology silently and discreetly.

Assignments and Evaluation

%	Course component	Due
15%	Participation. Regular quality contributions to in-class discussion and activities, and online discussion every 2 weeks involves >200 words in at least 1 unique post and 3 replies on the topic of readings, lectures, or samples. Score given in two phases: 1. to	During classes and biweekly online

	Feb 23 18 = 5% in class 2.5% online. Phase 2 Feb 24 to Apr 13 = 5% in class 2.5% online.	
20%	Informative essay & analytical memo. A 500-word draft of the essay and scheduled in-class review activity are required, or a 10% late penalty may be applied to the final score. Final essay: 800-1000 words, with properly cited research, on a contemporary topic of broad public interest, written as if it were to be published on a real online blog or magazine; and a 250-350-word analysis of how your essay's rhetoric (content, argument) is adapted to the online forum and its audience(s).	Draft: Jan 28 Review: Feb 04 Final: Feb 06
15%	Presentation: Informative. On a different topic than your essays. It is 7-10 minutes long, well researched, uses both images and text on slides, and is addressed to the class as the target audience. A PowerPoint with citations & references is required. Submit the .pptx file to D2L before class on the day you present.	To be scheduled Feb 25- April 3
30%	Persuasive essay & analytical memo A 500-word draft and scheduled in-class review activity are required, or a 10% late penalty may be applied to the final score. Final: 1500-2000 words, on a different contemporary topic of broad public interest, based on research, written as if it were to be published on a real online blog or magazine; and a 500-word analysis of how your essay's rhetoric (content, argument, and now also your style) is well-adapted to the online forum and its audience(s).	Draft: March 6 Review: March 11 Final: March 18
20%	Final exam based on assigned readings and lectures. 30% multi-select / multiple choice / matching / error corrections in text samples, 20% short answer, and 50% long answers (paragraphs).	Exam period

Registrar-scheduled Final Examination: YES

Both essays must be completed in order to receive a passing grade in the course.

Submission of Assignments

NO email submission: Submit each assignment to its designated area in D2L / Brightspace.

Privacy: Include your name and ID number on the first page of all assignments EXCEPT writings that are viewable by peers. Personal information is collected in accordance with the Freedom of Information and Protection of Privacy (FOIP) Act. For more information, see <http://www.ucalgary.ca/legalservices/foip/foip-hia>

Assignment Length: If a range is specified (i.e. 800-1000 words, or 7-10 minutes), keep within the range. If a target length is specified, i.e. 500 words, length may go above or below by 10%. Penalties up to 10% may apply to assignments below or above length, depending on the degree to which they do not fit length.

Length includes your original sentences in the body of the assignment from the opening of the introductory paragraph to the end of the conclusion. Simply select it in MS Word, click

“Review” and then “Word count” and subtract any block quotes longer than 40 words. (NOT counted in length are title pages, memo headers, references, tables, figures, captions, page headers and footers, and quotations longer than 40 words.) If many in-text citations, for example (Smith, 2018, p. 3) are the only reason for being over length, it will be forgiven.

In presentations, unplanned technical difficulties and very short sample audio/video clips are not included in presentation time. Limit audio/video samples to less than 10% of the maximum presentation time.

File format: Submit assignment files only in .DOC or .DOCX format, Power Points in .PPT or .PPTX or PDF, or in an alternative format specified in the assignment instructions. The instructor usually uses Microsoft Office to comment and grade. If the formatting is distorted by conversion, you may submit a 2nd file as a PDF and note this within your MS Office file.

File Names: Always use this file name format. It will create a positive first impression. It helps the instructor to identify and organize all students' files after downloading them.

- “369-AssignmentName-Surname-Firstname.docx.”
- To distinguish draft from a final version, end with ...DRAFT.docx or ...FINAL.docx

File submission comments: If you have an important comment to submit with your file, do not use the comment area within the D2L dropbox. Email the instructor or include the comment in a footnote within the first page or two of your file.

Verify your submission: D2L submission receipts can NOT verify that your file's content is not corrupted, empty, or consists of an earlier draft. Verify your file's content after upload by re-opening it from D2L.

Note: It is the student's responsibility to keep a copy of each submitted assignment and to ensure that the proper version is submitted (particularly in courses requiring electronic submission). Including a version date in your file name may be useful. Consider using automatic backup to an online service.

Policy for Late Assignments

Assignments submitted online are due at 11:59 pm on their deadline day.

Presentation PowerPoint files are due before class begins when you present, as assigned, and you must come at least 5 minutes early to upload your PowerPoint to the console before class begins.

Missing or rescheduling a presentation less than 7 days before the date of the presentation may result in a late penalty of one letter grade.

FINAL versions of assignments worth 10% or more have a 24-hour grace period for late submission due to short term illness, personal responsibilities, or scheduling challenges. No excuse is needed. This is NOT a deadline extension. If submitted more than 24 hours late, late penalties count from the original deadline.

Assignments submitted after the deadline may be penalized with the loss of one letter grade (e.g.: A- to B+) for each day late.

Student Accommodations and Deferrals:

Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services; SAS will process the request and issue letters of

accommodation to instructors. For additional information on support services and accommodations for students with disabilities, visit www.ucalgary.ca/access/.

Students who require an accommodation in relation to their coursework based on a protected ground other than disability should communicate this need in writing to their Instructor. The full policy on Student Accommodations is available at <http://www.ucalgary.ca/policies/files/policies/student-accommodation-policy.pdf>.

Students seeking accommodation for transient illnesses (e.g., the flu) or for another legitimate reason should contact their instructors. Whenever possible, students should provide supporting documentation to support their request; however, instructors may not require that a medical note be presented. For the policy on supporting documentation the use of a statutory declaration, please see the following:

- Section N.1 of the *University Calendar*: <https://www.ucalgary.ca/pubs/calendar/current/n-1.html>
- FAQs for Students at <https://www.ucalgary.ca/registrar/registration/appeals/student-faq>

Note that when accommodations are granted, they may take forms other than make-up tests or assignments. For example, the weight of a missed grade may be added to that of another assignment or test.

For information on deferrals, see the following sections in the *University Calendar*:

- Section G.7 Deferral of Term Work at <http://www.ucalgary.ca/pubs/calendar/current/g-7.html>
- Section G.6 Deferral of Final Exam at <http://www.ucalgary.ca/pubs/calendar/current/g-6.html>

Grading & Department of Communication, Media and Film Grade Scale

Final grades are reported as letter grades.

During the term, written assignments and presentations will be given letter grades and their percentage equivalent. Letter grades will be converted to the midpoint of the percentage range (B+ = 82.5), as shown in the final column of the table below.

Borderline letter grades may also be given for assignments, i.e. a B/B+ borderline grade will be recorded as 80.

For exams and participation, raw percentage grades (i.e. 32.5%, 61.5%) will be maintained. These scores will not be converted to a letter grade and its percentage. Therefore, a score of 32.5% will not turn into F/0 but will remain 32.5 in calculations.

In calculating final grades in this course, each component's percentage score will be weighted and added to the total. The total percentage will then be converted to a letter grade according to the ranges in the table below.

The following chart outlines the grade scale percentage equivalents used in the Department of Communication, Media and Film.

Grade Point Value	Description	Grade	Dept of CMF	Letter grade % equivalent for calculations* *
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			grade scale equivalents*	
4.00	Outstanding performance	A+	96 - 100%	98.0%
4.00	Excellent performance	A	90 - 95.99%	93.0%
3.70	Approaching excellent performance	A -	85 - 89.99%	87.5%
3.30	Exceeding good performance	B+	80 - 84.99%	82.5%
3.00	Good performance	B	75 - 79.99%	77.5%
2.70	Approaching good performance	B-	70 - 74.99%	72.5%
2.30	Exceeding satisfactory performance	C+	65 - 69.99%	67.5%
2.00	Satisfactory performance	C	60 - 64.99%	62.5%
1.70	Approaching satisfactory performance	C-	55 - 59.99%	57.5%
1.30	Marginal pass. Insufficient preparation for subsequent courses in the same subject	D+	53 - 54.99%	54.0%
1.00	Minimal pass. Insufficient preparation for subsequent courses in the same subject	D	50 - 52.99%	51.5%
0.00	Failure. Did not meet course requirements.	F	0 - 49.99%	0%

* If percentages are used to calculate final grades, then grades falling within these ranges will be translated to the corresponding letter grades.

** These percentage equivalents will be used for calculating final grades unless an alternative method of final grade calculation is outlined above.

Writing Skills Statement

Department policy directs that all written assignments (including, to a lesser extent, written exam responses) will be assessed at least partly on writing skills. Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc.) but also general clarity and organization. Sources used in research papers must be properly documented. If you need help with your writing, you may use the writing support services in the Student Success Centre (3rd floor, Taylor Family Digital Library). Visit the website for more details:

<http://www.ucalgary.ca/ssc/writing-support>

Plagiarism

Using any source whatsoever without clearly documenting it is a serious academic offense. Consequences include failure on the assignment, failure in the course and possibly suspension or expulsion from the university. You must document not only direct quotations but also paraphrases and ideas where they appear in your text. A reference list at the end is insufficient by itself. In-text citations must be provided, and readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin. Wording taken directly from a source must be enclosed within quotation marks (or, for long quotations, presented in the format prescribed by the documentation style you are using). Paraphrased information must not follow the original wording and sentence structure with

only slight word substitutions here and there. These requirements apply to all assignments and sources, including those in non-traditional formats such as Web pages or visual media.

This course requires citation and reference lists in APA style.

For information on citation and documentation styles (including APA, Chicago, IEEE, MLA, and others), visit the links at <https://ucalgary.ca/ssc/resources/writing-support/436>. Research and citation resources are also available on the Purdue Online Writing Lab (OWL) website at <https://owl.english.purdue.edu/owl/section/2/> If you have questions about citing sources, please consult your instructor or visit the writing support services in the Student Success Centre (3rd floor, Taylor Family Digital Library, at <http://www.ucalgary.ca/ssc/writing-support>.

Academic Misconduct

For information on academic misconduct and its consequences, please see the *University of Calgary Calendar* at <http://www.ucalgary.ca/pubs/calendar/current/k.html>

Research Ethics

Whenever you perform research with human participants, including surveys, interviews, or observations, as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and approve your research plans and supervise your research. For more information about your research ethics responsibilities, see <http://arts.ucalgary.ca/research/resources/ethics>

In this course, you must not engage in any research on human participants.

Important information, services, and contacts for students

For information about . . .	Visit or contact . . .
ARTS PROGRAM ADVISING (ASC)	SS 102 403-220-3580 https://arts.ucalgary.ca/advising
CAMPUS SECURITY & Safewalk Program	http://www.ucalgary.ca/security/ 403-220-5333 403-266-1234 Emergency: call 911
<ul style="list-style-type: none">• Calgary Police Service• Emergency Text Messaging• Emergency Evacuation & Assembly	http://www.ucalgary.ca/emergencyplan/textmessage http://www.ucalgary.ca/emergencyplan/assemblypoints
DESIRE2LEARN (D2L) Support	http://elearn.ucalgary.ca/desire2learn/home/students
<ul style="list-style-type: none">• IT help line	403-220-5555 or itsupport@ucalgary.ca
STUDENT SUCCESS CENTRE	http://ucalgary.ca/ssc
<ul style="list-style-type: none">• Writing Support Services• Events & Info for Students	http://www.ucalgary.ca/ssc/writing-support http://ucalgary.ca/currentstudents
STUDENTS' UNION CONTACTS	https://www.su.ucalgary.ca/about/who-we-are/elected-officials/
<ul style="list-style-type: none">• Faculty of Arts Reps	

- **Student Ombuds**

<http://www.ucalgary.ca/provost/students/ombuds>

SU WELLNESS CENTRE

403-210-9355 (MSC 370), M-F, 9:00–4:30 pm

- **Health Services**
- **Mental Health Services**
- **Distress entre 24/7 CRISIS LINE**
- **Online resources and tips**

<http://ucalgary.ca/wellnesscentre/health>

<http://ucalgary.ca/wellnesscentre/counselling>

403-266-HELP (4357)

<http://ucalgary.ca/wellnesscentre/healthycampus>

If you're concerned about a friend or your own well-being, it is important to seek help early. Call or visit the SU Wellness Centre or the 24-hour crisis line.

Schedule of Lecture Topics and Readings

This is the preliminary schedule. The official schedule with readings is at this link:

https://docs.google.com/spreadsheets/d/1dKFvKfkMSO4UaOtKH68-pf1s8vdUAo3zEU9jhSZ_gg/edit#gid=0

Date	Day	Deadlines	%	Topics of readings, lectures, activities
2019-01-14	Mon	FYI: In-class activities are often on "Samples"		Welcome & overview; Aristotle's definition; Instructions for readings, online, activities. Activity: Skills & experience
2019-01-16	Wed			Metaphorical self-introductions. Genres and modes. Instructions for Essay 1, for Presentation.
2019-01-21	Mon			Get to know your audience. Choosing topics, purpose. Evaluating rhetoric: 3Es, ethos
2019-01-23	Wed	Schedule your presentation. Peer Review groups assigned.	req	Finding, critiquing & using sources for a "well-researched" essay. Rhet: 5 canons and 3 appeals
2019-01-28	Mon	Required Draft posted to group	req	citing websites and web pages; hyperlinks, quoting. 6 aspects of rhetorical situation
2019-01-30	Wed			Most common sentence errors. Sentence variety and style. Peer review vs. editing.
2019-02-04	Mon	Review activity. Prepare in advance	req	Activity: Peer review. Bring your drafts, materials and notes to use during the activity, either in print or on your laptop.
2019-02-06	Wed	Informative essay	20%	Organizing speeches, essays, paragraphs.
2019-02-11	Mon			Delivery critique of Malala; PPT design, Visual / oral coordination, arrangement, emphasis; Introducing your presentation
2019-02-13	Wed	Presentations begin after reading week	15%	Body slides, image & idea citations, transitions & concluding your presentation
Feb 18-22		Reading week		Reading week

2019-02-25	Mon			review claim, data, analysis; headings & paragraphs in online essays. start researching & writing your persuasive essay
2019-02-27	Wed	Participation phase 1 end	8%	Evidence and logic. Logos. Claim, data, analysis. 3-legged stool of argument. Invention, logos and ideology
2019-03-04	Mon			Fallacies part 1 Internal paragraph coherence & unity
2019-03-06	Wed	Required draft	req	Fallacies part 2
2019-03-11	Mon	Review activity	req	Peer review day
2019-03-13	Wed			Strategic use of headings and bullet lists; parallelism, point of view
2019-03-18	Mon	Persuasive essay	0.3	Debate, refutation
2019-03-20	Wed			Rhetorical analysis
2019-03-25	Mon			Improving your style: conciseness, powerful verbs, rhythm & sentence variety
2019-03-27	Wed			Rhetorical style patterns
2019-04-01	Mon			Punctuation part 1
2019-04-03	Wed			Punctuation part 2; rhetoric review
2019-04-08	Mon			Exam prep & Class evaluations
2019-04-10	Wed	Participation phase 2 end	8%	Exam prep
TBA	?	Final exam	20%	Location: TBA