

University of Calgary
Department of Communication, Media and Film

COMS 369 (L01): Rhetorical Communication

WINTER 2020: January 13 to April 15 (excluding Feb. 17-21 and Apr. 10-13)

Lecture: Mondays & Wednesdays 14:00 to 15:15

Instructor:	Tania S. Smith
Office:	SS 302
Office Phone:	(403)-220-7774
Email:	smit@ucalgary.ca
Web Page:	D2L available through MyUofC portal (delete or edit)
Office Hours:	Wednesdays 1:00-2:00 pm drop in, or schedule an appointment. Appointment calendar: https://ucalgary.ca/smit/about/appointment-calendar -- email to suggest an available time 11a-5pm weekdays. Remote learning March 17-April 15: office hours and appointments will be held via Zoom, Skype, telephone, or D2L chat.

Course Description

An introduction to the basic principles of rhetorical theory, criticism and practice. Examines rhetorical perspectives on elements of communication such as argumentation, persuasion, audience, situation, genre and ethics. Students will apply rhetorical theory to the criticism of samples of public communication and will practice their rhetorical skills through in-class activities and assigned writing and oral presentations.

Additional Information

The weekly schedule of topics and readings can be found at the end of this outline or on D2L.

Objectives of the Course

By the end of the course, students should have developed

- A familiarity with the historical roots of rhetorical theory and an understanding of the importance of rhetoric to Western culture
- An understanding of the principles and terminology of Classical (and some contemporary) rhetorical theory
- Skill in using rhetorical concepts to analyze and critique arguments and texts and speeches drawn from contemporary media
- Skill in using rhetorical principles to craft informative and persuasive texts for specific audiences. As part of invention, students should be able to locate relevant sources using U of C library online search tools
- Competence in editing written work for style, correctness, and ethical citation of sources appropriate for particular rhetorical contexts, including APA citation style
- Competence and confidence in crafting and delivering persuasive and informative presentations and using presentation slides
- Skill in designing informative and persuasive visuals such as posters, infographics, brochures, and memes, using Canva.com or similar easy online drag & drop apps.

Textbooks and Readings

Rothwell, J. D. (2019). *Practically speaking* (3rd ed.). New York, NY: Oxford University Press. [3rd edition only. eISBN-13: 9780190921057 See online version available at a discount at <https://www.redshelf.com/book/1319174/practically-speaking-1319174-9780190921057-j-dan-rothwell>]

Beeson, L. (2014). *Persuasion: Theory and applications*. New York, NY: Oxford University Press. [See online version available at a discount at <https://www.redshelf.com/book/621173/persuasion-621173-9780190678968-lillian-beeson>]

Recommended online resources (free):

- Instructor handouts & instructions files (.pdf files) on Rhetoric, APA citation, and so on, posted to D2L.
- Burton, G. O. (n.d.). *Silva Rhetoricae: The Forest of Rhetoric*. Retrieved from <http://rhetoric.byu.edu/>

Policy on the use of Electronic Communication Devices

During student presentations, no devices may be displayed or in use. Laptops, tablets, and mobile phones may be used in class and tutorials only for course-related purposes and only if their use is not distracting others or negatively impacting the learning environment. No audio or video recording is allowed in any class without the instructor's permission.

Assignments and Evaluation

Weight	Assessed Components	Due
15 %	<p>Participation. 5% per phase, as scheduled. Regular quality contributions to in-class discussion, peer review, and activities. Each student will be assigned to 2 others' presentations as a "respondent." Graded for quality, quantity and regularity.</p> <p><i>During Remote learning Mar. 18 to April 15, classes will be delivered virtually at the registrar-scheduled hours via Zoom and/or via recordings posted to D2L. During live Zoom sessions, students will perform class activities, class-wide discussion, and presentation responses. Class activities involve D2L Discussion replies are due 2 business days after the live Zoom session is held or files are posted.</i></p>	Feb 12, Mar 18, Apr 15
15%	<p>Informative presentation. On a different topic than your Persuasive Essay. 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. Presentation slides with citations & references must be submitted to a designated class discussion forum on D2L before class on the day you present. DRAFT (required): of presentation slides with notes for each: Title, Intro, Agenda, 2 body slides, References slide, plus scheduled in-class review activity are required. A separate penalty applies to the final assignment score for lateness, incompleteness, and/or missing peer review (max -10%)</p> <p><i>During Remote learning Mar. 18 to April 15, students will deliver presentations either a) within live Zoom class sessions, or b) may post presentation audio/video + slides to a D2L Discussion thread. The presentation file(s) are still due before class begins.</i></p>	Req.Draft: Feb 5 Review: Feb 10 Present. Feb 24- Apr 06
15%	<p>Online exercises. 5% per phase, in 3 phases, as scheduled, completed via the D2L class participation discussion forum. Exercises involve analyzing online samples in light of textbook sections, commenting on student speeches, and/or creating visual designs such as memes, and replying to each other's posts. Posts & replies are graded for quality, quantity and regularity.</p>	Feb 12, Mar 18, Apr 15
10%	<p>Mid-term in-class exam, 1h, on readings and lectures to Feb 12. True-false, matching, short answer, and long answer; no resources permitted.</p>	Feb 26

25%	<p>Persuasive essay & analytical memo. Final: 1500 + 500w memo. ESSAY: Select a real online forum such as a blog or magazine where it would be published. Persuade your selected forum's audience and the broader public on a contemporary topic of broad public interest, based on careful research. MEMO: Analyze the way your essay's rhetoric (content, argument, organization and style) is well-adapted to the online forum and its audience(s). DRAFT: (Required) 700w of intro & body, plus scheduled in-class review activity. A penalty may be applied to the final assignment score for lateness, incompleteness, and/or missing peer review (max -10%). During Remote learning Mar. 18 to April 15, Peer review of drafts will be held in Zoom class breakout sessions (small groups). Reviewers' notes must be posted to peer groups' D2L Discussion areas by the beginning of the class session. Students unable to participate in live Zoom class may post a readable peer review memo to their group Discussion area within 2 business days after Review day.</p>	<p>Draft: Mar 18 Review: Mar 25 Final: Apr 01</p>
20%	<p>Final registrar-scheduled exam, 2 hours, on readings and lectures since the Mid-term exam. Multiple choice, short answer, and long answer; no resources permitted.</p> <p>The final exam will be an open-book online take-home exam delivered via the D2L Quizzes interface. The exam will be accessible during 2 full business days (at least 48 hours). Over the 2 days, students have unlimited time to work on the exam and may save their answers, exit, and re-enter to work again on the exam. The exam must be submitted on or before the end of the registrar-scheduled exam date and time, April 23 at 5:30pm MST. To prevent cheating via sharing of answers, each student's exam question set will be randomly selected by D2L from a larger question library, and the question order will also be randomized by D2L.</p>	<p>Exam date and time: April 23 (Thurs) 3:30-5:30pm</p>

Registrar-scheduled Final Examination: Yes

If your class is held in the evening, the Registrar's Office will attempt to schedule the final exam during the evening; however, there is no guarantee that the exam will NOT be scheduled during the day.

Note: You must complete the following course components in order to pass the course: Persuasive essay, Informative presentation, Final exam. If you miss a required course component, please contact your instructor as soon as possible.

Assignment Length

Time length of presentations and word length of essays are given as hard minimums. An assignment may be up to 20% longer without penalty. In writing assignments, official word length only includes your own original sentences within paragraphs in the main body.

Submission of Assignments

All drafts, essays (docx) and presentation slide files (pptx, pdf) must be submitted online via D2L in the assigned locations by the deadline using the file name format assigned. If you are unable to do so, please print your assignment and use the drop box in SS320; a date stamp is provided for your use. A night drop box is also available for after-hours submission. Assignments will be removed the following morning, stamped with the previous day's date, and placed in the instructor's mailbox. **Note:** It is your responsibility to keep a copy of each submitted assignment and to ensure that you submit the proper version. Verify your D2L file submission by opening your file from D2L after it has been uploaded.

Please include your name and ID number on all individual assignments submitted only to the instructor. Do NOT put ID numbers on materials shared with other students. Be prepared to provide photo ID to pick up assignments in SS 320. Private information related

to individual students is treated with the utmost regard by University of Calgary faculty. Student assignments will be accessible only by the authorized course faculty, and personal information is collected in accordance with the ***Freedom of Information and Protection of Privacy (FOIP) Act***. Please note that instructors may use audio or video recorded for lesson capture, assessment of student learning, and self-assessment of teaching practices.

Policy for Late Assignments

Assignments submitted after the deadline may be penalized with the loss of 5% or a partial letter grade (e.g.: A- to B+) for each day late.

All deadlines for items posted to D2L online are due by 11:59pm on the scheduled date.

Final presentation slides are due by the time class begins on the day they are scheduled.

Note the additional penalties for late or incomplete draft and peer review components.

The Persuasive Essay's final version has a 24-hour "Grace period" for late submission; no permission required. This is not a deadline extension; it is 2 days late after the 24h ends.

Online Exercises may be posted late with penalties until that phase's discussion board is automatically LOCKED by D2L on the Saturday 11:59pm following the deadline. At that time, later posts and replies are not permitted.

Student Accommodations

Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services (SAS); SAS will process the request and issue letters of accommodation to instructors. For information on support services and accommodations for students with disabilities, visit www.ucalgary.ca/access/. Students who require an accommodation 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 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, see Section M.1 of the *University Calendar*: <https://www.ucalgary.ca/pubs/calendar/current/m-1.html>. Also see FAQs for Students: <https://www.ucalgary.ca/registrar/registration/appeals/student-faq>

Expectations for Writing

Department policy directs that all written assignments and, to a lesser extent, written exam responses 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 and proper documentation of research sources. For further information, please refer to the *University of Calgary Calendar* section on writing across the curriculum: <http://www.ucalgary.ca/pubs/calendar/current/e-2.html>

Grading & Department of Communication, Media and Film Grade Scale

The following table outlines the grade scale percentage equivalents used in the Department of Communication, Media and Film. Final grades are reported as letter grades. For components graded using percentages or numerical scores, those values will be used directly in calculating the final course grade, while for components graded using letter grades, the letter grades will be converted to the midpoint values listed in the final column of the table below in calculating the final course grade.

In this course, letter grades and their percentage equivalents will be used for the presentation and essay. Borderline letter grades are possible (A-/A= 90%). All other course components will be scored as percentages without being converted to a letter grade equivalent.

Grade Point Value	Description	Grade	Dept of CMF grade scale equivalents*	Letter grade % equivalent for calculations*
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%

* Column 4: If percentages are used to calculate final grades, then grades falling within these ranges will be translated to the corresponding letter grades. Column 5: These percentage equivalents will be used for calculating final grades unless an alternative method of final grade calculation is outlined above.

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

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.

For information on citation and documentation styles (MLA, APA, Chicago, IEEE, etc.), visit the Student Success Centre resource links at <https://ucalgary.ca/student-services/student-success/writing-support> or the Purdue Online Writing Lab (OWL) Research and Citation Resources at https://owl.purdue.edu/owl/research_and_citation/resources.html

If you need help with your writing or have questions about citing sources, please consult your instructor or visit the Student Success Centre, 3rd floor, Taylor Family Digital Library. To

book an appointment, go to https://ucalgary.ca/student-services/student-success?utm_source=ssc&utm_medium=redirect&utm_campaign=redirect

Instructor Intellectual Property & Copyright Legislation

Course materials created by the instructor (including course outlines, presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the instructor. These materials may NOT be reproduced, redistributed or copied without the explicit consent of the instructor. The posting of course materials to third party websites such as note-sharing sites without permission is prohibited. Sharing of extracts of these course materials with other students enrolled in the same course section and term may be allowed under fair dealing. Check with the instructor if you have any questions about sharing materials with classmates.

All students are required to read the University of Calgary policy on Acceptable Use of Material Protected by Copyright (www.ucalgary.ca/policies/files/policies/acceptable-use-of-material-protected-by-copyright.pdf) and requirements of the copyright act (<https://laws-lois.justice.gc.ca/eng/acts/C-42/index.html>) to ensure they are aware of the consequences of unauthorized sharing of course materials (including instructor notes, electronic versions of textbooks etc.). Students who use material protected by copyright in violation of this policy may be disciplined under the Non-Academic Misconduct Policy.

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

In this course, no human-participant research methods are permitted.

Whenever you perform research with human participants, including surveys, interviews, or observations as part of your university studies, you are responsible for obtaining research ethics approval and for following university research ethics guidelines. In some cases, your instructors may apply for course-based research ethics approval for certain assignments, and in those cases, they must review and approve your research plans and supervise your research. For more information about your research ethics responsibilities, please see <https://arts.ucalgary.ca/research/arts-researchers/resources-researchers-and-instructors/ethics>

Deferrals of Course Work and Requests for Reappraisal

For university regulations and procedures related to deferrals of exams and course work, requests for reappraisals, and other matters, please see the relevant sections in the *University Calendar*: <https://www.ucalgary.ca/pubs/calendar/current/academic-regs.html>

Student Support Services and Resources

Please visit <https://www.ucalgary.ca/registrar/registration/course-outlines> for information about student support services and resources, including Wellness and Mental Health Resources, Student Success programs and services, the Student Ombuds Office, the Student Union, and Safewalk.

For resources on D2L, visit <http://elearn.ucalgary.ca/desire2learn/home/students>. IT support is available at itsupport@ucalgary.ca or by calling 403-220.5555.

Schedule of Lecture Topics and Readings

This is a preliminary schedule only. The official schedule is online linked to D2L > Content

Date	Day	Deadlines	%	Readings for homework, lecture topics
				RO = Rothwell text. BE = Beeson text
2020-01-13	Mon	Get our textbooks, especially RO		RO Ch 1 p. 1-18
2020-01-15	Wed			BE Ch 1 p. 3-23 ** Beeson textbook!
2020-01-20	Mon			RO Ch 3 Audience & topic p. 39-61
2020-01-22	Wed	Sign up for presentations		RO Ch 15 Foundations p. 250-267; Ch 16 Strategies & appeals p. 267-285
2020-01-27	Mon			RO Ch 13 Argument p. 219-235; Ch 14 Informative speaking p. 236-250
2020-01-29	Wed			RO Ch 11 Visual aids p. 181-201
2020-02-03	Mon			RO Ch 5 p. Supporting Materials 75-94; Ch 6 Attention p. 94-112
2020-02-05	Wed	Presentation draft due	req	RO Ch 7 & 8 Structure p. 112-150
2020-02-10	Mon	Review: In class req'd activity.	req	RO Ch 9 & 10 Style & Delivery p. 150-181
2020-02-12	Wed	Phase 1 ends: Online exercises due;	5%	RO Ch 12: Skepticism & Critical Thinking p. 202-219
		Phase 1 participation ends Wed	5%	
2020-02-17	Mon	Reading week- No classes		
2020-02-19	Wed			
2020-02-24	Mon	Presentations begin	15%	Exam prep
2020-02-26	Wed	Midterm in-class exam	10%	No assigned readings - Exam!
2020-03-02	Mon			BE - Selections on Visual Rhetoric: p. 140+, 150+, 238-250
2020-03-04	Wed			BE Ch 5 Messages, fallacies p. 104-133
2020-03-09	Mon			BE Ch 2 Rhetorical Scholars p. 25-33 only;
2020-03-11	Wed			BE Ch 3 Audiences p. 50-74 (selections)
2020-03-16	Mon	Classes cancelled by university	5%	BE Ch 4 Language p. 74-104 (selections)

Remote learning phase

2020-03-18	Wed	Phase 2: Online exercises due today;	5%	BE legal persuasion
2020-03-21	SAT	Draft of persuasive essay due (no memo) - Extended deadline, was due Wed.	req	Phase 2 D2L Discussion Forum closes Sat 11:59pm.
2020-03-23	Mon			BE Ch 02 p. 26-28 Sophists & Isocrates, Handouts

2020-03-25	Wed	Peer Review: In class req'd activity.	req	BE Ch 02 p. 28-29 Plato; Ch 5 p. 105-106 Plato; Plato handout
2020-03-30	Mon			BE Ch 02 p. 29-32 Aristotle, Ch 05 p. 106-108 Aristotle; Aristotle handout
2020-04-01	Wed			BE Ch 02 p. 32-33 Cicero, Quintilian, also Handouts.
2020-04-06	Mon	Persuasive Essay & Memo final version due April 6 (extended from course outline)	25%	BE Ch 02 p. 36-40 Kenneth Burke, Last chance to ask questions about essay.
2020-04-08	Wed			Exam prep & Class evaluations
2020-04-13	Mon	Easter Monday, no class, university closed		
2020-04-15	Wed	Phase 3 Participation ends	5%	Exam prep (practice via D2L Quizzes interface)
		Phase 3 ends: Online exercises due	5%	Phase 3 Forum closes Sat 11:59pm
2020-04-23	Thurs	Final Exam, Registrar scheduled, 3:30PM - 5:30PM	20%	Held via D2L Quizzes interface