

University of Calgary
Department of Communication, Media and Film

Communication and Media Studies COMS 369 L02
RHETORICAL COMMUNICATION
WINTER 2020

Mon., Jan. 13 – Wed., April 15 (excluding Feb. 17 - 21)
Tuesdays and Thursdays | 9:30-10:45 a.m.

Instructor: Crystal Chokshi
Office: SS 240
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Web Page: D2L (available through MyUofC portal)
Office Hours: See “Getting in Touch” section below

Updates to Course Outline Due to COVID-19

Below, you’ll find some updates to our course outline due to COVID-19.

Most importantly, I want you to know I am here for you. I'm committed to doing everything I can to 1) help you succeed in COMS 369 and 2) keep your stress levels low for the remainder of the term.

Changes to assignments from March 19 through to end of term

Under “Assignments and Evaluations” below, I have highlighted changes to assignments. Detailed information about these changes is (or will soon be) posted to D2L.

How we’ll carry out this class from March 17 through to end of term

- **March 17:** Zoom meeting will occur during class time (starting @ 9:30 a.m.), and a digital scavenger hunt will be posted to D2L.
- **March 19, 24, 26, 31, & April 2:** Presentations will not happen in class. Instead, you will submit a recorded version of your presentation. Please see D2L for complete instructions.
- **April 7:** Peer-review work will be carried out independently. Complete instructions will be posted to D2L by March 27.
- **April 9:** Zoom meeting will occur during class time (starting @ 9:30 a.m.).
- **April 14:** Essays are due this day. I will host a Zoom meeting in order to answer any last-minute essay questions you have.

Getting in touch with me

From now until the end of term, I will not be holding in-person office hours. Instead, I’ll be available during my regularly-scheduled office hours by either FaceTime (403-978-0780) or Skype (crystal.chokshi). You’re also welcome to contact me via email (crystal.chokshi1@ucalgary.ca), and I’ll do my best to respond within 24 hours.

News updates on D2L

I’ll be posting news updates regularly on D2L, just as I have up until now.

Course Description

This course introduces students to the basic principles of rhetorical theory, criticism and practice, and it examines rhetorical perspectives on elements of communication such as argumentation, persuasion, audience, 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.

Objectives of the Course

By the end of the course, students should have developed the following:

- 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 principles to craft informative and persuasive texts and presentations for specific audiences. As part of invention, students should be able to locate relevant sources using U of C library online search tools
- Competence and confidence in crafting and delivering persuasive and/or informative presentations
- Competence in editing written work for style, correctness, and ethical citation of sources appropriate for particular rhetorical contexts
- Skill in using rhetorical concepts to analyze and critique arguments and texts and speeches drawn from contemporary media

Additional Information

Students are responsible for reading and following all course and university policies discussed in this outline.

Communication

Please note that the instructor requires one to two full business days (defined as Monday to Friday between the hours of 9 a.m. and 4 p.m.) to reply to emails. Email is not replied to on weekends.

Notes on Attendance and Absences

If you miss a day of class, it is your responsibility to make up the material by getting notes from a classmate. The instructor will not supply you with notes or a summary of what you missed. When possible, the instructor will upload to D2L material from lecture; but, this will not always happen. Please plan accordingly.

Please note that assignments will be deferred only in the case of illness, bereavement, or varsity team travel. Assignments will not be rescheduled due to travel and vacation plans, work obligations, or other scheduling conflicts.

Textbooks and Readings

Heinrichs, J. (2017). *Thank you for arguing* [3rd edition]. New York: Three Rivers Press.

Longaker, M.G. & Walker, J. (2011). *Rhetorical analysis*. Glenview: Pearson Education, Inc.

The weekly schedule of topics and readings can be found on D2L. Please note that required readings should be read prior to the lecture for which they are assigned.

Policy on the use of Electronic Communication Devices

Laptops and tablets may be used in class for note-taking only. Mobile phones are not permitted. No audio or video recording is allowed in any class without the instructor's explicit permission.

Assignments and Evaluation (updates are highlighted)

Weight	Assessed Components	Due
10%	Writing prompts: On Jan. 16, 23, 30, and Feb. 6, students will have time in class to carry out four short writing assignments (approx. 250 words each) that may include critical reflections, audience analyses, narrowly-focused rhetorical analyses, stylistic imitations, or editing and revision tasks. These assignments do not have to be done in class (the prompts will be uploaded to D2L), but all four will be due at the end of class (i.e. 10:45 a.m.) on Feb. 6. These assignments should be submitted via D2L.	Feb. 6
20%	Midterm exam: Students will have 60 minutes in class to complete a midterm exam, which will cover lectures and readings from weeks 1-6. This closed-book exam will consist of multiple-choice and short-answer questions.	Feb. 25
20%	Presentation: Your individual presentation will be 6-8 minutes long, and its intent is to persuade. Effective delivery is a key criterion in this assignment, along with content, logic, organization, and style. Presentations will not happen in class. Instead, you will submit a recorded version of your presentation via D2L. Please submit your presentation by 9:30 a.m. on the day you are scheduled to present. Your instructor has posted full details about this assignment on D2L.	March 19, 24, 26, 31, & April 2
10%	Presentation critique: You will be responsible for critiquing one presentation made by a peer. To offer your critique, you will rely on a template from your instructor, which will outline the feedback you are expected to give. Sign-up for presentation critiques will happen during the first two weeks of class. Your instructor has posted full details about this assignment on D2L. Your critique should be emailed to the presenter (copying me at crystal.chokshi1@ucalgary.ca) within 48 hours of the presentation.	March 19, 24, 26, 31, & April 2
10%	Peer review: On April 7, you will submit (via D2L) one or two paragraphs (approximately 300 words) that you have drafted for your final essay. A peer (assigned by the instructor) will review your	9:30 a.m. on April 7 &

	<p>work, helping you identify some opportunities for improvement before your essay is due.</p> <p>To see this 10%, you must 1) upload approximately 300 words to D2L before 9:30 a.m. on April 7; 2) provide feedback to your peer by 4:30 p.m. on April 8.</p>	4:30 p.m. on April 8
30%	<p>Essay: In your final essay, which will be 1,500 words in length, you will build on your presentation in order to write an op-ed or persuasive piece, imagining that you're writing for <i>The Conversation Canada</i>, <i>The Walrus</i>, <i>The Globe and Mail</i> or another magazine or website of your choice.</p> <p>Please note that the short reflection listed on the original outline is no longer required.</p> <p>You must hand in your essay to your instructor via D2L by 10:45 a.m. on April 14.</p>	10:45 a.m. on April 14

Registrar-scheduled Final Examination: No

Note: You do not have to complete all the assignments and exams in order to receive a passing grade in this course. But, you must complete the presentation and the essay.

If you miss a required course component, please contact your instructor as soon as possible.

Submission of Assignments (updates are highlighted)

Please use D2L to submit your assignments. Instructions on where, exactly, to post your assignments will be provided by the instructor.

Please remember to capture and maintain the confirmation of submission that you automatically receive when uploading work to D2L.

If D2L rejects your submission (for whatever reason), please email your assignment(s) to your instructor. Please use email only as a last resort.

Policy for Late Assignments (updates are highlighted)

Please let your instructor know immediately if you cannot meet the deadlines specified. We will work together to consider alternative dates.

If you have **not** been in touch with your instructor, and you submit late, the policy is as follows: for late assignments, one-third of a letter grade (A- becomes B+, B+ becomes B, etc.) will be subtracted from the assignment for each 24-hour period. After one calendar week, the grade will be an automatic zero.

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 will be used for the essay, while raw percentage grades will be used for the writing prompts, midterm, presentation, critique, and peer review.

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

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

Students will find the weekly syllabus posted on D2L.