.University of Calgary
Department of Communication, Media and Film

Communication and Media Studies COMS 469 L01
RHETORICAL HISTORY AND CRITICISM

WINTER 2018

Mon., January 8 – Fri. April 13 (Excluding February 19-23 and March 30)

Lecture Wednesdays and Fridays 12:00-12:50 and
Lab Wednesdays and Fridays 13:00-13:50

Instructor:	Dr. Tania S. Smith
Office:	SS 302
Office Phone:	403-220-7774 – Voice mail
E-Mail:	smit@ucalgary.ca Please put "363" in the subject line.
Web Page:	D2L available through MyUofC portal
Office Hours:	Tues. 12:30-14:00, Wed. 14:30-15:30, and by appointment. Appointment calendar LINK

Course Description

A study of rhetorical thought and action from selected periods, cultures and authors from the classical period to the modern age, with an emphasis on the interaction between rhetoric and philosophical, social and political change. Theories will be applied to the criticism of historical and contemporary public communication.

Objectives of the Course

- To understand the history of rhetoric in its social context from Classical times to the present
- To gain competence in rhetorical criticism of contemporary texts, media and their contexts
- To apply rhetorical principles to the process of composing your own communication

Textbooks and Readings

Required textbook: Longaker, M. G., & Walker, J. (2010). *Rhetorical analysis: A brief guide for writers.* Glenview, IL: Longman. (E-book available.)

Readings in the history of rhetoric (free, online). Selections from public domain or Creative Commons sources, with the instructor's introductions and annotations.

APA Handbooks and Other handbooks (free, online). All assignments in this course require APA style for source citation and references. All the information you need is available at the official *APA Style Blog* at http://blog.apastyle.org/ and/or in the APA handbook on our course's D2L site. Other handbooks cover style and correctness, presentations, and document design.

Internet and electronic communication device information

During student presentations, all electronic devices must be put away and laptop screens must be closed. At other times, students should use electronic devices for course-related functions only. Show courtesy and attentiveness to the instructor and fellow students by minimizing distraction.

Assignments and Evaluation

Below is a summary; more detailed assignment guidelines will be available via D2L.

Weight	Course components	Due
40%	**2 Rhetorical Analysis essays.** (Essay 1 = 15%, Essay 2 = 25%)	**DRAFT 1:** Jan. 31
	Draft: 750+ w. **Review** of peer's draft: 200+ w. If draft or review incomplete, up to 10% grade penalty.	**REVIEW:** Feb. 9 **FINAL 1:** Feb. 16
	Final: 1) 1500 w, 2) 2000 w. Use rhetorical theories to analyze the situation and strategies of a brief online artifact created within the past 5 years. It is either by a Canadian rhetor, or addresses Canadians, or is about uniquely Canadian issues or events. Essay 1 analyzes an informative argument, and Essay 2 analyzes a persuasive argument.	**DRAFT 2:** Mar 7 **REVIEW:** Mar 16 **FINAL 2:** Mar 23
35%	**3 Exams** (10%, 10%, 15%). Each in-class exam will include a mix of multiple choice/select, short answer and/or long answer questions based on readings and lectures to date since the beginning of term or, for Exams 2 and 3, since the previous exam.	**Exam 1:** Feb 2 **Exam 2:** Mar 2 **Exam 3:** Apr 11
15%	**Presentation** (10-15 minutes, in groups of 2-3 students). Each student is responsible for approximately 5 minutes of a group presentation and must deliver some body arguments, not just intro/conclusion. If presenting individually (with permission only), 8 minutes minimum.	**As scheduled**
	Topics: Analyze the rhetoric of a public online artifact, informative or persuasive, that uses both visuals and language and was published within the past 5 years. It is either by a Albertan rhetor, or it addresses Albertans, or is about uniquely Albertan issues or events.	
	Due: The PowerPoint Draft is due 7 days before presenting. Before class begins on the day you present, post the final PPT to D2L Discussion, and post your individual notes or script to your D2L Dropbox. Scoring: 60% for the whole presentation; 40% for individual delivery and the quality of the sections you deliver.	
10%	**Individual Learning Portfolio.** This is a class participation and reflective writing assignment. The document includes **A)** a 500w memo describing your learning via in-class reflections and group activities, **B)** a table that outlines your class participation this term, and **C)** images of at least 65% of all reflections and 65% of all activities held to date, with comments and optional enhancements.	**April 13**

Registrar-scheduled Final Examination: No

Both essays, one exam, and one presentation must be completed in order to receive a passing grade in the course.

Assignment Submission

NO email submission: Email is NOT an acceptable method of assignment submission. Submit each assignment to its designated area in Desire2Learn.

Privacy: Include your name and ID number on the first page of all assignments EXCEPT group-authored assignments. 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

File format: Submit written assignment files only in .DOC or .DOCX format. Markers must use Microsoft Word to comment and cannot grade assignments submitted in any other file format. If the formatting is distorted by conversion to .docx, you may submit a 2nd file as a PDF and note this within your .docx file.

File Names: When submitting files, use the file name format "469-AssignmentName-Surname-Firstname.docx." Include all co-authors thus: "469-Presentation-Surname-Surname-Surname.pptx"

Verify 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, except for Presentation PowerPoint files, which are due before you present, as assigned.

Assignments submitted after the deadline may be penalized with the loss of one letter grade (e.g.: A- to B+) for each day late. Penalties also apply to required drafts. Rescheduling a presentation less than 7 days before the date of the presentation may result in a late penalty of one letter grade.

For the 2 essays and portfolio, a 24-hour grace period is permitted 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.

Student Accommodations:

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) should contact their instructors. Whenever possible, students should advise their instructors in advance if they will be missing quizzes, presentations, in-class assignments, or group meetings.
- 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 another assignment or test.
- For information on Deferrals of Final Exams and Term Work, see sections G.6 and G.7 of the *University Calenda*r at http://www.ucalgary.ca/pubs/calendar/current/g-6.html and http://www.ucalgary.ca/pubs/calendar/current/g-7.html

Grading & Department of Communication, Media and Film Grade Scale

In this course, letter grades will be used for written assignments, while raw percentage grades will be used for tests and quizzes.

The following chart outlines the grade scale percentage equivalents used in the Department of Communication, Media and Film. In calculating final grades in this course, 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+ grade will be 80.

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%

* Grades on <u>Exams</u> will be raw percentages when they are weighted during final grade calculation. For example, a score of 32% will not be converted to F/0%. It is also possible to earn more than 98%.

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

Group Policies

A student may appeal to the instructor early in the term to do the group assignment as an individual. Groups must be formed no later than 1 week after the course drop deadline (end of week 3).

Responsibility for co-authorship: Each group member is responsible for researching and composing their fair share of group-authored work and improving the quality of the assignment as a whole. Ensure all vital sections have co-authors so that they are still completed in case one person becomes ill. The group should use a shared online forum such as D2L or Google Drive to share and organize drafts, not just email attachments. All group members must have the opportunity to review files prior to submission in order to ensure content is acceptable. If a group member did not participate sufficiently in co-authorship, do not include their name in the file name, remove their name from the document wherever author names are listed, and inform the instructor. Whenever group documents are submitted by individuals, the file name and content must be identical among individuals and any copy may be chosen for grading. If your file is not identical to the rest of the group, email an explanation to the instructor and make a note of it within the header or title page in the file.

Conflict resolution: Make every reasonable effort to resolve misunderstandings and conflict and to contact non-participating members. If appealing to the instructor to have a group member removed, provide as much evidence as possible to justify it.

Removal from group, or addition to group. All changes to group membership must be pre-approved by the instructor. The last day to join a group is 7 days before the group's draft is due. Decisions by the instructor are final. The instructor may remove an individual from a group whenever it is necessary. The reasons for a group membership change may need to be kept confidential.

An individual may be removed from their group under circumstances such as the following:

- If a student earns an F/0 on Essay 1 and/or less than 50% on Exam 1 (a sign of insufficient knowledge and skill in rhetorical analysis to contribute to a group)
- If the student does not submit or co-author a group's Draft
- If the student does not participate in refining the draft or giving the final presentation.
- If at least half the members of the group request that a non-participating or disruptive member be removed (latest request to instructor: 3 days after the group's Draft deadline).

If a student is removed from a group, students are NOT permitted to use any former group member's ideas, drafts, visuals or slides in their own work (doing so would be considered plagiarism). However, students are still permitted to analyze the same artifact as their former group.

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.

For information on citation and documentation styles (including APA, Chicago, IEEE, MLA, and others), visit the links provided at https://ucalgary.ca/ssc/resources/writing-support/436. Research and citation resources are also available on the website of the Purdue Online Writing Lab (OWL) at https://owl.english.purdue.edu/owl/section/2/ If you have questions about how to document 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 (e.g., 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. *This course does NOT have course-based ethics approval from the Faculty of Arts, so it is strongly recommended that students NOT use human subjects in their research.* For more information about your research ethics responsibilities, see http://arts.ucalgary.ca/research/resources/ethics

Important information, services, and contacts for students

For information about . . .	Visit or contact . . .
ARTS PROGRAM ADVISING (ASC)	SS 102 403-220-3580 artsads@ucalgary.ca
CAMPUS SECURITY • Calgary Police Service • Emergency Text Messaging • Emergency Evacuation & Assembly • Safewalk Program	http://www.ucalgary.ca/security/ **403-220-5333** 403-266-1234 Emergency: call 911 http://www.ucalgary.ca/emergencyplan/textmessage http://www.ucalgary.ca/emergencyplan/assemblypoints If you feel uncomfortable walking alone at any time, call Campus Security for an escort (**220-5333).** For more information, see http://www.ucalgary.ca/security/
DESIRE2LEARN (D2L) Support • IT help line	http://elearn.ucalgary.ca/desire2learn/home/students 403-220-5555 or itsupport@ucalgary.ca
STUDENT SUCCESS CENTRE • Writing Support Services • Student Services Mobile App	http://ucalgary.ca/ssc http://www.ucalgary.ca/ssc/writing-support http://ucalgary.ca/currentstudents
STUDENTS' UNION CONTACTS • Faculty of Arts Reps • Student Ombudsman	https://www.su.ucalgary.ca/about/who-we-are/elected-officials/ http://www.ucalgary.ca/provost/students/ombuds
SU WELLNESS CENTRE • Counselling Services • Health Services • Distress centre 24/7 CRISIS LINE • Online resources and tips	403-210-9355 (MSC 370), M-F, 9:00–4:30 pm http://ucalgary.ca/wellnesscentre/counselling http://ucalgary.ca/wellnesscentre/health 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

Preliminary schedule as of course outline approval. Subject to change. The official schedule is online at
https://docs.google.com/spreadsheets/d/1nhuYdwKQ-pfjYeTU0Apvl2-gaB_zI2gueionHBYotXA/edit?usp=sharing

Date	Deadlines	Readings	Activity / Reflection	Presentations
2018-01-10	Buy textbook	L&W Ch. 1 Intro	Lecture & Self-introductions	No
2018-01-12		L&W Ch. 2 Situation; Bitzer & Vatz on Situation	Activity	No
2018-01-17		L&W Ch. 3 Argument pt 1	Reflection	No
2018-01-19		L&W Ch. 3 Argument pt 2	Activity	No
2018-01-24	Groups formed	L&W Ch. 4 Structure	Reflection	No
2018-01-26	Presentations scheduled	L&W Ch. 5 Style	Reflection	No
2018-01-31	Essay 1 draft	Handbooks on Style, Presentation & APA	Activity	No
2018-02-02	Exam 1	No	No	No
2018-02-07		L&W Ch. 6, 7, 8	Reflection	Pres. 1; Pres. 2
2018-02-09	Review 1	Read 2 drafts	Activity: Peer Review	No
2018-02-14		Homer's Iliad book 1 (speeches)	Reflection	Pres 1 (only 1)
2018-02-16	Essay 1 final	Isocrates, Gorgias, Pericles/Aspasia	Activity	Pres. 1; Pres. 2
2023-02-21	2023-02-23	READING WEEK		
2018-02-28		Aristotle's Rhetoric, Holmes on Rhetoric	Reflection	Pres. 1; Pres. 2
2018-03-02	Exam 2	No	No	No
2018-03-07	Essay 2 draft	Plato: Pythagoras	Reflection	No
2018-03-09		Cicero 1: Biography (by Plutarch, Church)	Activity	Pres. 1; Pres. 2
2018-03-14		Cicero 2: Speeches	Reflection	Pres 1 (only 1)
2018-03-16	Review 2	Read 2 drafts	Activity: Peer Review	No
2018-03-21		Cicero 3: Letters & Dialogues	Reflection	Pres 1 (only 1)

2018-03-23	Essay 2 final	Longinus On the Sublime	Activity	Pres. 1; Pres. 2
2018-03-28		Tacitus Dialogue pt 1	Reflection	Pres. 1; Pres. 2
2018-03-30	EASTER FRI			
2018-04-04		Tacitus Dialogue pt 2	Activity	Pres. 1; Pres. 2
2018-04-06	Course evaluations	Selections from Renaissance, Enlightenment, 19-20c	No	Only for rescheduled pres.
2018-04-11	Exam 3	No	No	No
2018-04-13	Portfolio due	No	No	Only for rescheduled pres.