**Marshall University**

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| Course Title/Number | **Rhetorical Theory**  **CMM 402/502** |
| Semester/Year | Fall 2012 |
| Days/Time | R 4:20 |
| Location | SH 227 |
| Instructor | Dr. Kristine Greenwood |
| Office | Smith Hall 247 |
| Phone | 66788 |
| E-Mail | Greenwoo@Marshall.edu |
| Office/Hours |  |
| University Policies | By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy at [www.marshall.edu/academic-affairs/policies](http://www.marshall.edu/academic-affairs/policies)  Students with Disabilities | Affirmative Action | Computing Services Acceptable Use  Excused Absence (undergraduate) | Academic Dishonesty | Inclement Weather | MU Alert |

**Course Description: From Catalog**

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| An exploration of theories of rhetoric from the Greek philosophers to the present. This course will examine the strategic use of symbols in persuasive discourse. |

**Undergraduate Program Student Learning Outcomes**

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| **Program Student Learning Outcomes**   1. Understand basic concepts associated with the primary theories of communication. 2. Write a clear, concise, and reasoned paper on topics dealing with the concepts of communication 3. Understand the research literature underlying the discipline of communication. 4. Demonstrate speaking competencies by composing a message, provide ideas and information suitable to the theory and audience 5. Basic understanding of the nature of scientific inquiry, as applied to human behavior. 6. Familiarity with the four research methods commonly used to study human communication behaviors 7. Greater skill in analytical thinking and writing. 8. Demonstrate “sense-making,” the ability to apply knowledge to lived experience. |

**Graduate Student Program Learning Outcomes**

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| 1. Distinguish among the major theoretical approaches to communication |
| 2. Achieve mastery knowledge of a theory or program of research. |
| 3. Describe major theories/research programs in a communication field (e.g., interpersonal, organizational, public, health). |
| 4. Apply theoretical knowledge of communication to a particular context or situation. |
| 5. Demonstrate critical thinking/listening skills. |
| 6. Communicate effectively applying standards of the communication discipline. |
| 7. Explain major communication methodologies. |
| 8. Describe the validity elements of a major communication methodology. |
| 9. Analyze/apply a communication research methodology in a particular communication field (e.g., interpersonal, organizational, public, health) and situations. |

**Degree Profile Outcomes**

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| 1. Knowledge:  Specialized knowledge 2. Broad Integrative Knowledge 3. Intellectual Skills:  Analytic Inquiry 4. Intellectual Skills:  Use of Information Resources 5. Intellectual Skills:  Engaging diverse perspectives 6. Intellectual Skills:  Quantitative fluency 7. Intellectual Skills:  Communication fluency 8. Applied Learning 9. Civic Learning |

**Relationships among Course, Program, and Degree Profile Outcomes**

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| **Course Outcomes** | **How Accomplished in this Course** | **How Evaluated in this Course** | **Program Outcomes** | **Degree Profile Outcomes** |
| Students will propose and defend a definition of rhetoric | Discussion  Classroom activities  Lecture | Exams & quizzes  Paper  Oral reports | 1,2,3.7.8  1,2,3,4,5,6, | 1,2,3,4,5,7,9 |
| Students will use an appropriate scholarly vocabulary to discuss rhetorical activities and artifacts | Discussion  Classroom activities  Lecture | Exams & quizzes  Paper  Oral reports | 1,2,3.7.8  1,2,3,4,5,6, | * 1,2,3,4,5,7,9 |
| Students will become familiar with current rhetorical scholarship | Discussion  Classroom activities  Lecture | Exams & quizzes  Paper  Oral reports | 1,2,3.7.8  1,2,3,4,5,6, | * 1,2,3,4,5,7,9 |
| Students will identify recurring themes in the history of rhetoric | Discussion  Classroom activities  Lecture | Exams & quizzes  Paper  Oral reports | 1,2,3.7.8  1,2,3,4,5,6, | * 1,2,3,4,5,7,9 |
| Students will articulate the significance of rhetorical studies or liberal arts students and citizens in democratic societies | Discussion  Classroom activities  Lecture | Paper  Oral reports | 1,2,3.7.8  1,2,3,4,5,6, | * 1,2,3,4,5,7,9 |
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**Required Texts, Additional Reading, and Other Materials**

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| James A. Herrick. *The History and Theory of Rhetoric: An Introduction. 5th ed., 2013* |

**Recommended Materials**

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| For graduate students: Original source material as provided by the instructor |

**Course Requirements / Due Dates**

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| Undergraduate Students  Midterm 100 pts  Final exam 100 pts  Chapter quizzes as needed 20 pts  5-7 page paper 100 pts. |
| Graduate Students  Midterm 100 pts 10-15 page paper 100 pts  Final 100 pts Journal analysis 50 pts  Chapter quizzes as needed 20 pts  Oral reports Original sources |
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**Grading Policy**

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| Grading scale - 100-90% = A; 89-80% = B; 79%-70% = C; 69-60% = D; below 60% = F |

**Attendance Policy**

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| Students are expected to attend every class. University excused absences will be honored. Students who do not attend classroom presentations by fellow classmates will have 10 points deducted for every missed presntation |

Tentative Course Schedule

Readings

Week 1 Introduction to the course Chapter 1

Graduate Students

Robert L Scott. “On Viewing Rhetoric as Epistemic.” Central States Speech Journal 18 (Brebruary 1967): 9-16

Week 2 Discussion of chapter 1 Chapter 2

Graduate Students

Plato’s “On Gorgias”

Week 3 Discussion of Chapter 2 Chapter 3

Graduate Students

Plato’s “Phaedrus”

Week 4 Discussion of Chapter 3 Chapter 4

Week 5 Discussion of Chapter 4 Chapter 5

Week 6 Discussion of Chapter 5 Chapter 6

Week 7 Discussion of Chapter 6 Chapter 7

Week 8 Discussion of Chapter 7 Chapter 8

Midterm chapters 1-6

Week 9 Discussion of Chapter 8 Chapter 9

Week 10 Discussion of Chapter 9 Chapter 10

Week 11 Discussion of Chapter 10 Chapter 11

Week 12 Discussion of Chapter 11

Journal Analysis (Graduate Students) due

Discussion of Journal Analyses

Week 13 Thanksgiving Break

Week 14 Paper presentations

Week 15 Paper presentations

Week 16 Final Exam