**Marshall University**

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| Course Title/Number | **The Rhetorical World**  **CMM 205 (CT)** |
| Semester/Year | Fall 2012 |
| Days/Time | TR 11-12:30 |
| Location | SH 261 |
| Instructor | Kristine Greenwood, PhD |
| Office | SH 247 |
| Phone | (O) 696-6788; (H) 304-525-6669 |
| E-Mail | [Greenwoo@Marshall.edu](mailto:Greenwoo@Marshall.edu) |
| Office/Hours | MW 1-12, 1-2 TR 10-11, 1:30-2:30 |
| 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 introduction to the study of rhetoric as a cultural force influencing human behavior and societies and as a critical approach to interpreting cultural artifacts. 3 credit hours. |

**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. |

**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 . . . Define rhetoric, critical studies, and related concepts | Readings, Lecture, discussion, Classroom activities | Exams  Critical Analysis Paper | 1,2,3,7,8 | * 1, 2, 3, 4, 5, 7, 9 |
| Students will Describe key developments in the rhetorical tradition and in contemporary rhetoric | Readings, Lecture, discussion, Classroom activities | Exams  Critical Analysis Paper | 1,2,3,7,8 | * 1, 2, 3, 4, 5, 7, 9 |
| Students will Understand the strengths and limitations of major rhetorical critical perspectives | Readings, Lecture, discussion, Classroom activities | Exams  Critical Analysis Paper | 1, 2, 3, 7,8 | * 1, 2, 3, 4, 5, 7, 9 |
| Students will Identify the rhetorical dimensions of popular cultural artifacts and interpret them through a variety of theoretical lenses | Readings, Lecture, discussion, Classroom activities | Exams  Critical Analysis Paper  Paper Presentations | 1,2,3,4,7,8 | * 1, 2, 3, 4, 5, 7, 9 |
| Students will Recognize the role of cultural perspective in interpretation of cultural artifacts | Readings, Lecture, discussion, Classroom activities | Exams  Critical Analysis Paper, | 1,2,3,7,8 | * 1, 2, 3, 4, 5, 7, 9 |
| Students will Recognize the persuasive power of a culture’s artifacts in shaping the lives of that culture’s members | Readings, Lecture, discussion, Classroom activities | Critical Analysis Paper,  Paper Presentations  Self-reflection paper | 1,2,3,4, 7,8 | * 1, 2, 3, 4, 5, 7, 9 |
| Students will Analyze closely one cultural artifact from a particular perspective using terms, concepts, and theories introduced in class. | Readings, Lecture, discussion, Classroom activities | Critical Analysis Paper  Paper Presentations | 1,2,3,4, 7,8 | * 1, 2, 3, 4, 5, 7, 9 |

**Required Texts, Additional Reading, and Other Materials**

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| **Required Text** Brummett, Barry. 2011. *Rhetoric in Popular Culture, 3ed. Thousand Oaks, CA: Sage*  **Additional Suggested Text:** Keith, William M. and Christian O. Lundberg. 2008. *The Essential guide to Rhetoric:* Boston: Bedford/St. Marin’s. Also found in O’Hair, Dan, Rob Stewart and Hannah Rubenstein. 2010. *A Speaker’s Guidebook*: Boston/St. Martin’s |

**Course Requirements / Due Dates**

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| Unit 1 Exam 100 points Week 8  Unit II Exam 100 points Week 12  Critical Analysis Paper 100 points Week 14  Self-analysis Reflection paper 50 points Week 16  Detailed descriptions of each assignment including guidelines for completion and standards for evaluation will be provided well in advance of the due date. |
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**Grading Policy**

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| to 100% = A; 80 to 89% = B; 70 to 79% = C; 60 to 69% = D; below 60% = F to 100% = A; 80 to 89% = B; 70 to 79% = C; 60 to 69% = D; below 60% = F |

**Attendance Policy**

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| You are expected to attend each class. University excused absences will be accepted and honored. I will be circulating an attendance sheet and will keep track of your attendance. Excessive absences (more than 4 unexcused absences) will result in a full grade reduction. |

**Additional Policies**

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| Preparation: You are expected to come prepared to class which means completing the readings as assigned for that class period, turning in assignments on their due dates, and bringing in samples to be analyzed. This will hopefully be a discussion and activity class rather than a lecture class. In order for that to occur successfully you must do your part.   * Make-up exams and presentations will be allowed with University excused absences. You need to see me to schedule those make-ups |

**Tentative Course Schedule**

Date Topics/Assignments Readings

Week 1 Introduction to the class

Definition of rhetoric/

Rhetorical situation etc.

Week 2 Chapter 1 pgs. 3-18

Week 3 Chapter 1 pgs. 19-33

Week 4 Chapter 2 pgs. 35-50

Week 5 Chapter 2 pgs. 51-76

Week 6 Chapter 3 pgs. 77-92

Week 7 Chapter 3 pgs. 93-118

Week 8 Tuesday, Unit I exam (Chapters 1-3)

Chapter 4 pgs. 145-165

Week 9 Chapter 4 pgs. 166-173

Week 10 Chapter 5 . pgs. 177-195

Week 11 Chapter 5 pgs. 196-205

Week 12 Tuesday, Unit 11 Exam Chapters 4 & 5

Paper Presentation

Week 13 Thanksgiving Break

Week 14 Paper Presentations

Week 15 Paper Presentations

Week 16 Paper Presentations

Exam Week – Self-Reflection Paper Due