

Marshall University

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| Course Title/Number | The Rhetorical World CMM 205 (CT) |
| Semester/Year | Fall 2013 |
| Days/Time | TR 2-3:15 |
| Location | SH 232 |
| Instructor | Kristine Greenwood, PhD |
| Office | SH 247 |
| Phone | (O) 696-6788; (H) 304-525-6669 |
| E-Mail | Greenwoo@Marshall.edu |
| Office/Hours | MW 9:30-10:30, 1-2, TR 11-12, 1-2 Other hours by appointment |
| 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 Students with Disabilities Affirmative Action Computing Services Acceptable Use Excused Absence (undergraduate) Academic Dishonesty Inclement Weather MU Alert |

Course Description: From Catalog

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

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

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

| 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

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. Martin'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.

Grading Policy

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

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

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

| <u>Date</u> | <u>Topics/Assignments</u> | <u>Readings</u> |
|-------------|---|-----------------|
| 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 | |

Week 13 Paper Presentations

Week 14 Thanksgiving Break

Week 15 Paper Presentations

Exam Week – Self-Reflection Paper Due