

Marshall University

Course Title/Number	Rhetorical Theory: CMM 502
Semester/Year	Fall 2014
Days/Time	Tuesday/Thursday: 4:00-6:20pm
Location	Smith Hall 232
Instructor	Dr. Stephen M. Underhill
Office	Smith Hall 248
Phone	(304) 696-3020
E-Mail	underhills@marshall.edu
Office Hours	Tuesday 8:00-9:30; 11:00-2:00; 3:15-4:15 Wednesday 2:30-5:30 Thursday 8:00-9:30; 11:00-2:00
University Policies	By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy by going to www.marshall.edu/academic-affairs and clicking on "Marshall University Policies." Or, you can access the policies directly by going to http://www.marshall.edu/academic-affairs/?page_id=802 Academic Dishonesty/ Excused Absence Policy for Undergraduates/ Computing Services Acceptable Use/ Inclement Weather/ Dead Week/ Students with Disabilities/ Academic Forgiveness/ Academic Probation and Suspension/ Academic Rights and Responsibilities of Students/ Affirmative Action/ Sexual Harassment

Course Description: From Catalog

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.

General Education Program Student Learning Outcomes

Upon completion of the core curriculum at Marshall University, students will be able to master the following core domains of critical thinking:

1. Aesthetic/Artistic
2. Communication (oral, written, visual)
3. Information Literacy: Exploring; Questioning; Searching; Evaluating; Synthesizing; Creating; Communicating; Assessing.
4. Mathematical and Abstract
5. Multicultural/International
6. Scientific
7. Social/Ethical/Historical

Relationships among Course, Program, and Degree Profile Outcomes

Course Student Learning Outcomes	How students will practice each outcome in this Course	How student achievement of each outcome will be assessed in this Course	Program Outcomes	Degree Profile Outcomes
Students will develop a basic understanding of narrative theory.	Course readings and in-class group exercises will be combined to help students develop their information literacy skills.	Tests, Weekly Applications, Final Project	1, 2, 3, 7	Specialized knowledge; Applied learning; Broad, Integrative Knowledge; Intellectual skills; Civic learning
Students will develop advanced understanding of rhetorical theory.	Course readings and in-class group exercises will be combined to help students develop their information literacy skills.	Tests, Weekly Applications, Final Project	1, 2, 3, 7	Specialized knowledge; Applied learning; Broad, Integrative Knowledge; Intellectual skills; Civic learning
Students will develop a basic understanding of the rhetorical situation.	Course readings and in-class group exercises will be combined to help students develop their information literacy skills.	Tests, Weekly Applications, Final Project	1, 2, 3, 7	Specialized knowledge; Applied learning; Broad, Integrative Knowledge; Intellectual skills; Civic learning
Students will understand the traditional concepts, values, and contexts of rhetoric.	Course readings and in-class group exercises will be combined to help students develop their information literacy skills.	Tests, Weekly Applications, Final Project	7	Specialized knowledge; Applied learning; Broad, Integrative Knowledge; Intellectual skills; Civic learning
Students will evaluate specific discursive texts by determining the technical strategies, rhetorical theories, and discursive concepts at play.	Course readings and in-class group exercises will be combined to help students develop their information literacy skills.	Tests, Weekly Applications, Final Project	1, 2, 3, 7	Specialized knowledge; Applied learning; Broad, Integrative Knowledge; Intellectual skills; Civic learning

Required Texts, Additional Reading, and Other Materials

Foss, Sonja K., Karen A. Foss, and Robert Trapp. *Contemporary Perspectives on Rhetoric*. Waveland. 2001.

Course Requirements

Weekly Reading Journal	240 Points
Class Facilitation & Annotated Bibliography	240 Points
Midterm Exam	240 Points
Final Exam	240 Points
OR	
Class Facilitation & Annotated Bibliography	240 Points
Midterm Exam	240 Points
Final Project	480 Points
Total	960 Points

Grading Policy

A+ 97—100%, A 93—96%, A- 90—92%, B+ 87—89%, B 83—86%, B- 80—82%, C+ 77—79%, C 73—76%, C- 70—72%, D+ 67—69%, D 63—66%, D- 60—62%, F 59%—0%.

Attendance Policy

Attendance is not required for this course. PLEASE NOTE, I DO NOT RESPOND TO E-MAIL REQUESTS ASKING ME TO COVER WHAT YOU MISSED IN CLASS. You may visit me during my office hours to catch up on missed material.

Document Policy

All documents must be typed, size 12 font, 1 inch margins, double spaced and submitted to Dropbox.

Course Assignments & Grading Scale

Weekly Journal: 25%

Students will submit a weekly journal entry to Blackboard every Monday by 11:59 PM that identifies the authors' arguments from the previous week, and which includes your response to them.

Class Facilitation and Annotated Bibliography 25%

Each graduate student will facilitate discussion and apply the assigned material for one scheduled class session. Students should delve deep into course readings and conduct

additional research on your selected topic. Students will submit an annotated bibliography of their findings on the date of their facilitation.

Midterm Exam 25%

Final Exam 25%

OR

Class Facilitation & Annotated Bibliography 25%

Each graduate student will facilitate discussion and apply the assigned material for one scheduled class session. Students should delve deep into course readings and conduct additional research on your selected topic. Students will submit an annotated bibliography of their findings on the date of their facilitation.

Midterm Exam 25%

Final Project 50%

Students may choose to complete a semester-long project that offers an argument and/or applies a theory to an issue related to contemporary rhetoric. The academic paper should span 15-22 pages and conform to the *Chicago Manual of Style*. Students will submit and present their research on December 2.

CLASS SCHEDULE

Week 1

Reading/Assignment Due
(Most Readings Available via Blackboard)

8/28	Introduction	
Week 2		
9/4	<p>Octalog III Octalog I, II, (Optional) “Kenneth Burke” in <i>Contemporary Perspectives</i> Burke, “Dramatism.” Ratcliffe, “Identifying Places of Rhetorical Listening.” Crabbe, “Symbolizing Motion.”</p>	
Week 3		
9/11	<p>“Perelman and Olbrechts-Tyteca” in <i>Contemporary Perspectives</i> Condit, “Chaim Perelman’s Prolegomenon...” Wallace, “Topoi and the Problem of Invention.” Crowley, “The Evolution of Invention...” Phelps, “Institutional Invention.”</p>	
Week 4		
9/18	<p>Bitzer, “The Rhetorical Situation.” Vatz, “The Myth of the Rhetorical Situation.” Biesecker, “Rethinking the Rhetorical Situation...” Miller, “Genre as Social Action.” Devitt, “Introduction.”</p>	
Week 5		
9/25	<p>McGee, “The Ideograph” Coogan, “Service Learning...” Dickson, “Reading Maternity Materially.” Berlin, “Social-Epistemic Rhetoric, Ideology, and English Studies.” Faculty Senate Olson, “Ideological Critique in Rhetoric and Composition.”</p>	
Week 6		
10/2	<p>“Jurgen Habermas,” in <i>Contemporary Perspectives</i>. Fraser, “Rethinking the Public Sphere...” Cintron, “Gangs and Their Walls.” Higgins, Long, Flower, “Community Literacy.”</p>	
Week 7		
10/9	<p>Reynolds, “Interrupting Our Way to Agency.” Cooper, “Rhetorical Agency as Emergent and Enacted” Herndl and Licona, “Shifting Agency.” Myers, “<i>Metanoia</i> and the Transformation of Opportunity.”</p>	
Week 8		
10/16	Midterm	No Class

Week 9

10/23

Giroux, "Cultural Studies, Public Pedagogy, and the Responsibility of Intellectuals."
Riedner, "Articulating Action in a Neoliberal World."

"Michel Foucault," in *Contemporary Perspectives*
Althusser, "Ideology and Ideological State Apparatuses."

Faculty Senate

Week 10

10/30

Porter, "Institutional Critique: A Rhetorical Methodology for Change."
"Jean Baudrillard," in *Contemporary Perspectives*
D'Angelo, "The Rhetoric of Intertextuality."

Week 11

11/6

Foss, "A Rhetorical Schema for Evaluation of Visual Imagery."
Peterson, "The Rhetorical Criticism of Visual Elements."
Nudd and Whalen, "Feminist Analysis."
hooks "Black Vernacular: Architecture as Cultural Practice."
Haraway, "Situated Knowledges: The Science Question and the Privilege of Partial Perspective."

Week 12

11/13

Licona, "(B)orderlands' Rhetorics and Representations."
Royster, "A View from a Bridge."
de Certeau, "Walking in the City."
Mountford, "On Gender and Rhetorical Space."
Dickinson, "Joe's Rhetoric: Finding Authenticity at Starbucks."

Week 13

11/20

Prior et. al, "Re-situating and Re-mediating the Canons: A Cultural-Historical Remapping of Rhetorical Activity." <http://kairos.technorhetoric.net/11.3/binder.html?topoi/prior-et-al/index.html>
Ridolfo and De Voss. "Composing for Recomposition: Rhetorical Velocity and Delivery." http://kairos.technorhetoric.net/13.2/topoi/ridolfo_devoss/intro.html

No Class: NCA

Week 14

11/25

Fall Break

11/27

Thanksgiving

No Class

Week 15

12/4

Student Presentations

Week 16

12/9

Final Exam 4:00-6:00

