COMX 240H.01: Introduction to Rhetorical Theory

Sara E. Hayden
University of Montana - Missoula, sara.hayden@umontana.edu

Follow this and additional works at: http://scholarworks.umt.edu/syllabi

Recommended Citation
http://scholarworks.umt.edu/syllabi/848

This Syllabus is brought to you for free and open access by the Course Syllabi at ScholarWorks. It has been accepted for inclusion in Syllabi by an authorized administrator of ScholarWorks. For more information, please contact scholarworks@mail.lib.umt.edu.
Communication Studies 240H
Introduction to Rhetorical Theory
Fall 2013
Mondays, Wednesday, and Fridays 12:10 - 1:00 pm
UH 210

Instructor: Sara Hayden, Ph.D.
Office: LA 346
Office Phone: 243-4333
Email: sara.hayden@mso.umt.edu
Office Hours: Mondays, Wednesdays, Fridays 1:10 - 2:00 pm and by appointment.

Course Description:
Often linked to politicians or public policies we don’t like, the word “rhetoric” has a negative connotation in popular culture. In this course, you will come to understand how and why rhetoric has assumed a negative connotation. Along the way, we will explore topics including the relationship between language and truth, knowledge, democracy, community, justice, politics, and social power. By the end of the course you should have a greater appreciation for the role of rhetoric in our lives. We begin with a discussion of classical rhetoric; we move through a discussion of British and continental rhetoric; and we end with a discussion of contemporary rhetorical theory.

Objectives:
By the end of the semester, students will be able to:
1. Articulate the fundamental concepts of classical, British and continental, and contemporary rhetorical theories.
2. Utilize those theories in the analysis of rhetorical artifacts.
3. Apply what they have learned to everyday life situations.

Readings:
Academic Misconduct:
Academic misconduct includes cheating, plagiarizing, and deliberately interfering with the work of others. Following university regulations, academic misconduct will be penalized with a failing grade in this course.

Grades:
Grades will be based on evaluation of student performance on the following assignments:

1) Quizzes 200 points
2) Exam One 100 points
3) Exam Two 100 points
Total possible points: 400

A=92% and up; A- = 91-90%; B+ = 88-89%; B = 82-87%; B- = 80 - 81%; C+ = 78 –79 %; C = 72 – 77%; C- = 70 – 71%; D+ = 68 – 69%; D = 62 – 67%; D- = 60 – 61%; F 59% and below.

Major Assignments
Quizzes:
Over the course of the semester you will be given at least twelve quizzes. Each quiz will be worth twenty points and your ten best quiz scores will be counted toward your final grade. Quizzes may be administered anytime during the class period. Students who are absent or who arrive after or leave before a quiz is administered will not be allowed to make up the quiz. The purpose of the quizzes is to test whether you have done your assigned readings and paid attention during lecture; they are not meant to be difficult. You simply will be asked to demonstrate that you know the type of issues covered in the day's readings/prior lecture. I will not announce when quizzes will be given; however, I will spread the quizzes out evenly over the semester. Quiz scores will be posted on Moodle.
**Exams:**
Exams will consist primarily of multiple-choice questions; they may also include short essays, matching, or fill-in-the-blank questions. Study guides will be provided approximately one week prior to the exam dates. One full class period will be devoted to review for each exam.

**Schedule**

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Topic</th>
<th>Reading Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>M</td>
<td>8-26</td>
<td>Introduction to the Course</td>
<td></td>
</tr>
<tr>
<td>W</td>
<td>8-28</td>
<td>Background and Definitions</td>
<td>READ: Text – Introduction</td>
</tr>
<tr>
<td>F</td>
<td>8-30</td>
<td>The Sophists – Gorgias</td>
<td>READ: Text, Chapter 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Moodle, Gorgias, “Encomium of Helen”</td>
</tr>
<tr>
<td>M</td>
<td>9-2</td>
<td>Labor Day – No Class</td>
<td></td>
</tr>
<tr>
<td>W</td>
<td>9-4</td>
<td>The Sophists – Isocrates</td>
<td>READ: Text, pp. 83-85</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Moodle, Isocrates, “Against the Sophists”</td>
</tr>
<tr>
<td>F</td>
<td>9-6</td>
<td>Wrap up the Sophists</td>
<td>Introduce Plato</td>
</tr>
<tr>
<td>M</td>
<td>9-9</td>
<td>Plato – <em>The Gorgias</em></td>
<td>READ: Text, pp. 53-55</td>
</tr>
</tbody>
</table>
Moodle, excerpt from *The Gorgias*, pp. 61-70

**W 9-11** Plato's *Gorgias*, continued

READ: Moodle, excerpt from *The Gorgias*, pp. 70-82

**F 9-13** Plato's *Gorgias*, continued

**M 9-16** Plato's *Phaedrus*

READ: Text, pp. 55-58

**W 9-18** Plato's *Phaedrus*, continued

READ: Moodle, excerpt form *The Phaedrus*

**F 9-20** Wrap up Plato’s *Phaedrus*

**M 9-23** Introduce Aristotle

READ: Text, Chapter 3

**W 9-25** Aristotle, continued

**F 9-27** Aristotle, continued

**M 9-30** Aristotle, continued

**W 10-2** Study Day

**F 10-4** Exam One

**M 10-7** Introduction to British and Continental Rhetoric

4
READ: Text, pp. 119-121

W 10-9  The Epistemologists
        READ: Text, Chapter 7

F 10-11 The Epistemologists
        READ: Text, pp. 171-179

M 10-14 The Belletristic Movement
        READ: Text, pp. 127-129
        Moodle Blair, "Lecture II" (pp. 802-810)

W 10-16 The Belletristic Movement, continued

F 10-18 Women’s Participation in Rhetoric
        READ: Text, pp. 43-45

M 10-21 Women’s Participation in Rhetoric
        READ: Moodle, Mott, “Discourse on Women”

W 10-23 Contemporary Rhetorical Theory
        I.A. Richards — Meaning and Metaphor
        READ: Text, chapter 12

F 10-25 McLuhan on the Media
        READ: Text, Chapter 20

M 10-28 Kenneth Burke’s Dramatism
        READ: Text, pp. 255-256 and Chapter 13
W 10-30  Kenneth Burke’s Dramatism, continued

F 11-1   Kenneth Burke’s Dramatism
          Moodle: Johnson, “We Shall Overcome’

M 11-4   Kenneth Burke’s Dramatism

W 11-6   Rhetoric and Social Power
          READ: Moodle, Hall, “The Rediscovery of ‘Ideology’”

F 11-8   Rhetoric and Social Power, continued

M 11-11  Veterans Day Holiday — no class

W 11-13  Marginalized Voices — African American Rhetoric
          READ: Text — chapter 25
          Moodle, Bolotnikova, “Rachel Jeantel’s Language is English -- It’s
          Just Not Your English”

F 11-15  African American Rhetoric, continued
          READ: Moodle, Clemetson, “The Racial Politics of Speaking Well”
          Moodle, Obama, 2004 DNC Keynote Address
          Moodle, Sharpton, 2004 DNC Address

M 11-18  African American Rhetoric, continued
<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>W</td>
<td>11-20</td>
<td>National Communication Association convention — no class</td>
</tr>
<tr>
<td>F</td>
<td>11-22</td>
<td>National Communication Association convention — no class</td>
</tr>
<tr>
<td>M</td>
<td>11-25</td>
<td>Open Office Hours -- no class</td>
</tr>
<tr>
<td>W</td>
<td>11-27</td>
<td>Thanksgiving Holiday -- no class</td>
</tr>
<tr>
<td>F</td>
<td>11-29</td>
<td>Thanksgiving Holiday -- no class</td>
</tr>
<tr>
<td>M</td>
<td>12-2</td>
<td>Contemporary Women’s Rhetoric</td>
</tr>
<tr>
<td></td>
<td></td>
<td>from Sarah Palin’s Vice Presidential Campaign”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Moodle, Palin, 2008 RNC Address</td>
</tr>
<tr>
<td>W</td>
<td>12-4</td>
<td>Contemporary Women’s Rhetoric, continued</td>
</tr>
<tr>
<td></td>
<td></td>
<td>READ: Moodle, Torrens, “Public Woman, Private Wife: Hillary Clinton</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Could Not have Won”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Moodle, Clinton, 2008 DNC Address</td>
</tr>
<tr>
<td>F</td>
<td>12-6</td>
<td>Study Day</td>
</tr>
</tbody>
</table>

Final Exam: Tuesday, December 10, 8:00 am – 10:00 am

Please Note:

Incompletes will be given only in emergencies and only with the prior consent of the instructor. If you foresee having difficulty finishing the course, come speak with me immediately.
Last day to drop classes without petitioning is October 29, 2013. As stated in the course catalog, documented justification is required for dropping courses by petition. Some examples of documented circumstances that may merit approval are: accident or illness, family emergency, or other circumstances beyond the student's control.

Students with disabilities may request reasonable modifications by contacting me. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). “Reasonable” means the University permits no fundamental alterations of academic standards or retroactive modifications. For more information, please consult <http://www.umt.edu/disability>.