

1-2014

COMX 555.01: Seminar in Rhetorical Criticism and Theory

Sara E. Hayden

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

Let us know how access to this document benefits you.

Follow this and additional works at: <https://scholarworks.umt.edu/syllabi>

Recommended Citation

Hayden, Sara E., "COMX 555.01: Seminar in Rhetorical Criticism and Theory" (2014). *Syllabi*. 2442.
<https://scholarworks.umt.edu/syllabi/2442>

This Syllabus is brought to you for free and open access by the Course Syllabi at ScholarWorks at University of Montana. It has been accepted for inclusion in Syllabi by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact scholarworks@mso.umt.edu.

Communication Studies 555
Seminar in Rhetorical Criticism
Spring 2014
Thursdays 3:10 – 6:00 pm
LA 339

Professor: Sara Hayden, Ph.D.
Office: LA 346
Office Phone: 243-4333
Email: sara.hayden@mso.umt.edu
Office Hours: Tuesdays and Thursdays, 2:00 – 3:00

Course Description

The study of rhetorical criticism and theory begins with the understanding that as human beings, we use language and other symbols to shape the world in which we live. Rhetorical theory allows us to begin to understand how symbols function and rhetorical criticism is one of the processes through which we assess specific symbolic acts. In this course we will explore issues and current trends in rhetorical criticism and theory. Specific areas to be covered include Dramatistic, Narrative, Metaphoric, Ideological/Ideographic, Social Movement, Feminist, Visual, and Criticisms.

Required Reading

Burghardt, C. R. (Ed.) (2010). Readings in Rhetorical Criticism, (4th ed.). State College, PA: Strata.

Readings posted on Moodle

Academic Misconduct

Academic misconduct includes cheating, plagiarizing, and deliberately interfering with the work of others. Plagiarizing means representing the work of someone else (such as another student or an author of a book or an article) as your own. If you use the ideas or words of someone else on an exam or in a paper, you must cite the source of the original information. Following university regulations, cheating and plagiarism will be penalized with a failing grade in this course

Grades

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

Exam One:	100 points
Exam Two:	100 points
Paper:	100 points
Participation:	50 points

Grades will be assessed on the following scale:

92% and above =A; 91-90=A-, 89-88= B+; 87-82=B; 81-80=B-; 79-78=C+; 77-72=C; 71-70=C- and so forth.

Exams

You will complete two take-home exams during the course of the semester. I will provide you with exam questions the week before the exam is due; questions will be based on readings and discussions. Exams must be submitted to me by the beginning of class.

Paper

You will write a rhetorical criticism of an artifact of your choice. Your essay must be theoretically grounded and reflect a close reading of your chosen artifact. Your paper is due by 1:10 pm Monday, May 12.

Participation

Seminars work best when student questions and insights direct group discussions. To be good participants it is essential that you read the assigned material critically and actively. Because participation is a major element of the course, regular attendance is required.

Schedule

- January 30: Introduction to the course
~Nothstine, Blair, and Copeland, "Invention in Media and Rhetorical Criticism: A General Orientation" (Moodle)
~Foss, Foss and Trapp, "An Introduction to Rhetoric" (Moodle)
- February 6: The Rhetorical Renaissance
~Bitzer, "The Rhetorical Situation" (Text)
~Vatz, "The Myth of the Rhetorical Situation" (Moodle)
~Black, "Excerpts from *Rhetorical Criticism: A Study in Method*" (Text)
~Hill, "Conventional Wisdom – Traditional Form – the President's Message of November 3, 1969" (Text)
~Campbell, "An Exercise in the Rhetoric of Mythical America" (Moodle)
~Hill and Campbell, "The Forum" (Moodle)
- February 13: Dramatistic Criticism
~Burke, "The Rhetoric of Hitler's Battle" (Text)
~Tonn, Endress, and Diamond, "Hunting and Heritage on Trial in Maine: A Dramatistic Debate over Tragedy, Tradition, and Territory" (Text)
~Ott and Aoki, "The Politics of Negotiating Public Tragedy: Media Framing of the Mathew Shepard Murder" (Text)
~Kaylor, "No Jack Kennedy: Mitt Romney's 'Faith in America' Speech and the Changing Religious-Political Environment" (Moodle)

- February 20: Narrative Criticism
 ~Fisher, "Narration as a Human Communication Paradigm: The Case of Public Moral Argument" (Text)
 ~Lewis, "Telling America's Story: Narrative Form and the Reagan Presidency" (Text)
 ~Simons, "From Post-9/11 Melodrama to Quagmire in Iraq: A Rhetorical History" (Text)
 ~Stroud, "Multivalent Narratives: Extending the Narrative Paradigm with Insights from Ancient Indian Philosophical Texts" (Moodle)
- February 27: Metaphoric Criticism
 ~Osborn, "Archetypal Metaphor in Rhetoric: The Light-Dark Family" (Text)
 ~Ivie, "Metaphor and the Rhetorical Invention of Cold War 'Idealists'" (Text)
 ~Butterworth, "The Politics of the Pitch: Claiming and Contesting Democracy through the Iraqi National Soccer Team" (Text)
 ~Kuusisto, "Heroic Talk, Game, and Business Deal?: Western Metaphors in Action in Kosovo" (Moodle)
- March 6: Exam One Due
 Doing Rhetorical Criticism
- March 13: Ideological Criticism
 ~Wander, "The Ideological Turn in Modern Criticism" (Text)
 ~Condit, "Hegemony in a Mass-Mediated Society: Concordance about Reproductive Technologies" (Moodle)
 ~Cloud, "Hegemony or Concordance? The Rhetoric of Tokenism in 'Oprah' Winfrey's Rags-to-Riches Biography" (Text)
 ~Condit, "Hegemony, Concordance and Capitalism: Reply to Cloud" (Moodle)
 ~Cloud, "Concordance, Complexity, and Conservatism" (Moodle)
 ~Condit, "Clouding the Issues?" (Moodle)
- March 20: Ideographic Criticism
 ~McGee, "'The Ideograph': A Link between Rhetoric and Ideology" (Text)
 ~Lucaites and Condit, "Restructuring <Equality>: Culturetypal and Counter-Culture Rhetorics in the Martyred Black Vision" (Text)
 ~Enk-Wanzer, "Decolonizing Imaginaries: Rethinking 'the People' in the Young Lords' Church Offensive" (Moodle)
 ~Charland, "The Case of the 'People Quebecois'" (Moodle)

- March 27: Social Movement Criticism
 ~Simons, "Requirements, Problems, and Strategies: A Theory of Persuasion for Social Movement" (Text)
 ~Cathcart, "Movements, Confrontation as Rhetorical Form" (Moodle)
 ~DeLuca, *Image Politics*, Chapter Two (Moodle)
 ~Endess and Senda-Cool, "Location Matters: The Rhetoric of Place in Protest" (Moodle)
 ~Pezzullo, "Resisting National Breast Cancer Awareness Month: The Rhetoric of Counterpublics and their Cultural Performances" (Moodle)
- April 3: Spring Break!
- April 10: Feminist Criticism
 ~Campbell, "The Rhetoric of Women's Liberation: An Oxymoron" (Text)
 ~Foss and Griffin, "Beyond Persuasion: A Proposal for an Invitational Rhetoric" (Moodle)
 ~Lozano-Reich and Cloud, "The Uncivil Tongue: Invitational Rhetoric and the Problem of Inequality" (Moodle)
 ~Dow, "Feminism, Difference(s), and Rhetorical Studies" (Moodle)
- April 18: Feminist and Gender Criticism
 ~Chavez and Griffin, "Introduction to *Standing at the Intersections of Feminisms, Intersectionality, and Communication Studies*" (Moodle)
 ~Hayden and O'Brien Hallstein, "Placing Sex/Gender at the Forefront: Feminisms, Intersectionality, and Communication Studies" (Moodle)
 ~Morris, "Pink Herring & The Fourth Persona: J. Edgar Hoover's Sex Crime Panic" (Text)
 ~Sloop, "Riding in Cars Between Men" (Text)
 ~Dow, "Feminism, Miss America, and Media Mythology" (Text)
- April 24: Visual Rhetoric
 ~Edwards and Winkler, "Representative Form and the Visual Ideograph: The Iwo Jima Image in Editorial Cartoons" (Moodle)
 ~Hartman & Lucaites, "Performing Civic Identity: The Iconic Photograph of the Flag Raising on Iwo Jima" (Moodle)
 ~Palczewski, "The Male Madonna and the Feminine Uncle Sam: Visual Argument, Icons, and Ideographs in 1909 Anti-Woman Suffrage Postcards" (Text)
 ~Hayden, "Revitalizing the Debate between <Life> and <Choice>: The 2004 March for Women's Lives" (Moodle)
- May 1 Open Office Hours
- May 8 Exam Two Due
Final Papers are due to me by 1:10 pm on Wednesday, May 14