

**C&J 337: Rhetorical Theory**  
**Spring 2012**  
**Tues. & Thurs. 2:00-3:15**  
**C&J 258**

**Dr. Judith Hendry, Instructor**

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**Office location: C&J room 221**

**Office hours: Tues. & Thurs. 12:30-1:30 and 3:30-4:30**

**Course Description**

This course is designed to help you reach the following learning and critical thinking goals:

- To gain an understanding of the role of symbols in the creation and maintenance of human understanding.
- To create awareness of how multiple meanings are constructed through multiple symbolic forms.
- To foster an understanding of the role of communication media in contemporary society.
- To enhance ability to critically examine mass-mediated messages.

**Required Readings**

Textbook: Gerard A. Hauser (2002). *Introduction to Rhetorical Theory* (2<sup>nd</sup> ed.). Long Grove, IL: Waveland.

Supplemental Reading Packet: This can be purchased from Education Printing Services (located just north of the Kiva in the Education Building). The estimated cost is approximately \$10.

**Course Requirements and Grading**

The following criteria will be used to determine your final grade based on straight percentage of a possible 180 points. In addition to the graded assignments, students are expected to attend class, participate in classroom discussions and exercises, and keep up with the assigned readings.

Two Quizzes @ 40 points each.....	80
Definitional Essay (narrative/dialectic/rhetoric).....	20
Pro/Con Duo Presentation.....	30
Response to Anti-Rhetoric Critique Essay.....	20
Rhetoric of Polarization Essay.....	30
Total.....	180

**Grade Scale**

180 - 176 = A+	143 - 138 = C+
175 - 169 = A	137 - 132 = C
168 - 162 = A-	131 - 126 = C-
161 - 156 = B+	125 - 120 = D+
155 - 150 = B	119 - 114 = D
149 - 144 = B-	113 - 108 = D-

## Description of Graded Assignments

Definitional Essay—Narrative/Dialectic/Rhetoric (20 points): In Chapter 2 of the Hauser textbook (pp. 20-32), Hauser defines the terms “narrative,” “dialectic,” and “rhetoric.” In this essay, you are asked to summarize the defining characteristics of these three modes of thinking and discuss the ways in which each differs from the other. This essay is expected to be **2-3** pages in length but may be longer if necessary. \*

Pro/Con Duo Presentations (30 points): For this assignment, you will be teamed with a partner and in a **7-9 minute speech**, one of you will present arguments in favor of the issue or proposition and your partner will present the other side. This is not a debate, but an exercise in dialectical thinking. Each presentation will be graded individually (not a team grade). You and your partner will select the topic to be discussed and you should focus on “all of the available means of persuasion” with special attention given to *ethos*, *logos*, and *pathos* as you prepare and deliver this speech.

Response to Anti-Rhetoric Critique Essay (20 points): In your reading packet is an excerpt by John Ramage in which he has articulated the arguments against rhetoric as a field of study as presented by a fictitious “serious person” (whom he refers to as a “supercilious twit”). In this **2-3 page** essay, you will give a defense of rhetoric in response to the “twit’s” critique. \*

Rhetoric of Polarization Essay (30 points): For this **3-4 page** essay, you are asked to examine the rhetoric of a political radio or TV talk show host or newspaper editorialist and analyze his or her rhetoric and its implications. Tools of analysis and further directions for this essay will be discussed in class.\*

Quizzes (2 @ 40 points each). There will be 2 quizzes covering the material in the reading packet, lectures, and class discussions. **There will be no make-up for missed quizzes.** However, you may arrange to take a quiz prior to the class period in which it will be given if you know you will be unable to attend the class that day.

\*All papers should follow APA source citation format.

\*Papers must be typed and attention should be paid to the crafting of the paper (e.g. typos, spelling, grammar, punctuation, sentence and paragraph structure, organization, etc.)

\*Please turn in all papers stapled and without plastic cover or folder. **No emailed papers, please!**

\*We will be discussing these assignments in more detail in class and you will be given ample opportunity to ask questions to insure that you understand the assignment and what is expected of you.

## **Policies**

Attendance: Because this course requires the students' involvement in class exercises and discussions, attendance is essential. Students are allowed **4 free absences**. After that, **3 points will be deducted for each absence** from the student's total points at the end of the semester. Attendance will be taken at the beginning of each class period and late arrivals are responsible for insuring that their name gets on the attendance sign-up sheet.

Graded Assignments: Students are expected to complete all assignments and turn them in by the beginning of the class period on the specified dates. Due dates for graded assignments are printed in **bold letters** on the daily course schedule. Points will be deducted for late submissions.

Students with Disabilities: Qualified students with disabilities needing appropriate academic adjustments should contact me as soon as possible to insure your needs are met in a timely manner. Handouts are available in alternative accessibility formats upon request.

Daily Schedule: We will be following the course as it is outlined in the daily schedule. However, Dr. Hendry reserves the right to make minor adjustments to the schedule as necessary. Students will be given ample, fair notification of any necessary changes.

**Welcome to the Class!!!**



Th. 22	Critique of Rhetoric	Ramage--Chapter 1
T. 27	Intro to Media Studies <b>Response to Anti-Rhetoric Critique Due</b>	
Th. 29	Media Effects	
<u>Apr.</u>		
T. 3	Media and Democracy	Jones
Th. 5	Advertising and Reality	
T. 10	Global Media & Cultural Imperialism	Barker
Th. 12	Web & the Public Sphere	Gauntlett
T. 17	Political Talk Radio: Constructing Hate	Spence
Th. 19	Implications of Polarizing Rhetoric	
T. 24	Ramage Revisited	
Th. 26	Catch-up and Review <b>Rhetoric of Polarization Essay Due</b>	
<u>May</u>		
T. 1	<b>Quiz 2 (Ramage, Jones, Barker, Gauntlett, Spence)</b>	
Th. 3	Debrief	
T. 8	FINALS WEEK—NO FINAL—NO CLASS	