

COMM 5302: Seminar in Rhetorical Criticism

Dr. Dennis Cali
dcali@uttyler.edu

This class will be held completely online and will be conducted asynchronously. Office hours: Tuesday and Wednesday, 3-4:30 p.m. This is when I will regularly attempt to respond to emails. If you wish to meet, this is also when I would arrange to meet ***by appointment*** (because Zoom meetings must be scheduled).

IMPORTANT NOTE: I ask that any email correspondence from you be from your uttyler email address, not your personal or other email. Thanks. Likewise, emails from me to you will be sent to your uttyler email address.

Seminar Description

Rhetorical principles, procedures, and methods of systematically analyzing persuasive discourse in various media. The seminar will also cover foundations in rhetorical theory.

Course Description and Learning Objectives

This seminar serves as an introduction to research methods used to analyze messages, events, and artifacts from rhetorical perspectives. Students will become familiar with:

- The goals of rhetorical criticism
- A variety of critical approaches
- The philosophical underpinnings of various critical approaches
- The nature and function of a variety of messages
- The process of planning and implementing a research project from a rhetorical perspective
- Scholarly journals in which rhetorical criticisms are published
- Taken together, the above objectives satisfy two student learning outcomes of the Department's graduate program:
 1. Communication Assessment (SLO 3 of the graduate program)
 - Evaluate the communication rules, norms, listening skills, and rhetorical strategies used by people.
 2. Research (Qualitative) (SLO 4 of the graduate program)
 - Conduct original qualitative research in communication.

Required Reading

James L. Golden, Goodwin F. Berquist, William E. Coleman, and J. Michael Sproule (2020). *The Rhetoric of Western Thought: From the Mediterranean World to the Global Setting*, 11th ed. Dubuque:Iowa.

Sonja K. Foss. (2018). *Rhetorical Criticism: Exploration and Practice*, 5th ed. Long Grove, Ill: Waveland Press, Inc.

Other assigned readings can be found in Canvas.

Grading

Infograph	10%
Outline	10%
History of Rhetorical Theory Essay	20%
Situational Profile Outline	10%
Methodology Presentation	10%
Methodology Outline	10%
3rd section of Paper and Final Essay	30%
Total	100%

For each graded assignment, students will receive an A, B, C, D, or F. Each of these letter grades corresponds with a number value: an A carries a numeric value of 4, a B is worth 3, C is worth 2, D is worth 1, and F is worth 0. To calculate your grade, multiply 4, 3, 2, 1, or 0 that corresponds with your letter grade by the percentage value (above) of a given exercise. For example, if you receive a B for the Situational Profile, you would multiply 3—which corresponds with a B—by 10% and you would get a .60 for that assignment. At the end of the semester, to calculate your final grade, you would add each of the scores and divide by 100. Final grades will be awarded as follows:

Numeric Value of Grades:

A = 4
B = 3
C = 2
D = 1
F = 0

If your grade falls between two numbers (e.g., between a 3 and a 2), you will receive the grade corresponding with the lower number (in this case, a C, corresponding with 2) since technically you will not have achieved a B (a 3.0)

*The category of “Participation” reflects the fact that active engagement in class proceedings is expected not only in graded assignments but in preparations and discussions. It refers to class presentations, such as chapter reports, discussion in class, and attendance. Failure to participate actively in class proceedings could result in failing the class, even if the student’s score were passing on all graded assignments.

University Policies and Resources

UT Tyler Honor Code

Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do.

Students Rights and Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: <http://www.uttyler.edu/wellness/rightsresponsibilities.php>

Campus Carry

We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>

UT Tyler a Tobacco-Free

University All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free.

Grade Replacement/Forgiveness and Census Date Policies

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract. The Census Date is the deadline for many forms and enrollment actions of which students need to be aware. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)

- Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid State-Mandated

Course Drop Policy

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date). Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Disability/Accessibility Services

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with Cynthia Lowery, Assistant Director of Student Services/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079.

Student Absence due to Religious

Observance Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester. Student Absence for University-Sponsored Events and Activities Revised 05/19 If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

Social Security and FERPA

Statement It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

Emergency Exits and Evacuation

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

Student Standards of Academic

Conduct Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. i. "Cheating" includes, but is not limited to:

- copying from another student's test paper;
- using, during a test, materials not authorized by the person giving the test;
- failure to comply with instructions given by the person administering the test;
- possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed "crib notes". The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
- using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
- collaborating with or seeking aid from another student during a test or other assignment without authority;
- discussing the contents of an examination with another student who will take the examination;
- divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructor has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
- substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
- paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
- falsifying research data, laboratory reports, and/or other academic work offered for credit;
- taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
- misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially. ii. "Plagiarism" includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic work offered for credit. iii. "Collusion" includes, but is not limited to,

the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty. iv. All written work that is submitted will be subject to review by plagiarism software.

Important Covid-19 Information for Classrooms and Laboratories

Students are required to wear face masks covering their nose and mouth, and follow social distancing guidelines, at all times in public settings (including classrooms and laboratories), as specified by [Procedures for Fall 2020 Return to Normal Operations](#). The UT Tyler community of Patriots views adoption of these practices consistent with its [Honor Code](#) and a sign of good citizenship and respectful care of fellow classmates, faculty, and staff.

Students who are feeling ill or experiencing symptoms such as sneezing, coughing, or a higher than normal temperature will be excused from class and should stay at home and may join the class remotely. Students who have difficulty adhering to the Covid-19 safety policies for health reasons are also encouraged to join the class remotely. Students needing additional accommodations may contact the Office of Student Accessibility and Resources at University Center 3150, or call (903) 566-7079 or email saroffice@uttyler.edu.

Recording of Class Sessions

Class sessions may be recorded by the instructor for use by students enrolled in this course. Recordings that contain personally identifiable information or other information subject to FERPA shall not be shared with individuals not enrolled in this course unless appropriate consent is obtained from all relevant students. Class recordings are reserved only for the use of students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.

UT Tyler Resources for Students

- UT Tyler Writing Center (903.565.5995), writingcenter@uttyler.edu
- UT Tyler Tutoring Center (903.565.5964), tutoring@uttyler.edu
- The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.
- UT Tyler Counseling Center (903.566.7254)

Course Schedule

WEEK		TOPICS	TEXT READING
Week 1	Aug. 24	Overview of Class; Assignment: What is Rhetoric?	
RHETORICAL THEORY: DEFINITIONS AND HISTORY			
Week 2	Aug. 31	Discussion: What is Rhetoric; History of Rhetorical Theory; Assignment: Infographic	Ehninger, "On Systems of Rhetoric"
Week 3	Sept. 7	Workshop on History of Rhetoric; Draft of Infographic Due	Golden et al., Ch's 1-17.
Week 4	Sept. 14	Infographic Presentations ; Assignment: Outlines	↓
Week 5	Sept. 21	Workshop on History of Rhetoric essay assignment: Outlines due	↓
RHETORICAL CRITICISM			
Week 6	Sept. 28	History of Rhetoric essay due; Rhetorical Criticism as the Asking of Questions; The Rhetorical Situation; Assignment: The Situational Profile	Bitzer, "The Rhetorical Situation"
The Rhetorical Situation			
Week 7	Oct. 5	Presentation of Situational Profiles; Rhetorical Critical Methods; Assignment: Critical Methods	Foss, Rhetorical Criticism
Rhetorical Critical Methods			
Week 8	Oct. 12	Neo-Aristotelian and Cluster Criticism	↓
Week 9	Oct. 19	Fantasy Theme and Generic Criticism	↓
Week 10	Oct. 26	Ideological and Metaphoric Criticism	↓
Week 11	Nov. 2	Narrative and Pentadic Criticism	↓
Week 12	Nov. 9	Workshop on Methodology Section of Paper; Assignment: Methodology Section of Paper	
Week 13	Nov. 16	Presentation of Methodology Section of Paper	
Week 14	Nov. 23	THANKSGIVING BREAK	
Evaluation/Judgment; Writing the Rhetorical Critical Essay			
Week 15	Nov. 30	Writing the Rhetorical Criticism; Evaluative Section of Paper	
Week 16	Dec. 7	Papers Due; Last Day of Class	