Language is a place of struggle.

—bell hooks (1990)

Rhetoric appears as the connective tissue peculiar to civil society and to its proper finalities, happiness and political peace.

—Marc Fumaroli (1983)

No such thing as unrhetorical ‘natural’ language exists that could be used as a point of reference: language is itself the result of purely rhetorical tricks and devices.

—Friederich Nietzsche

English 101B: Introduction to Rhetorical Studies (Spring 2014)
Mondays / Wednesdays: 1:00-02:20 EV3 4408
Instructor: Somayeh Kiani

Contact info.
PAS 2215 Office Hours: Monday and Wednesdays, 2.30pm-3.30pm
s2kiani@uwaterloo.ca

Course Description
An introduction to the study and practice of persuasion, including the history and theory of rhetoric, the structures and strategies of arguments, and the analysis of texts and artefacts

Welcome to English 101B, Introduction to Rhetorical Studies. This is a foundational course designed to introduce students to the history, theory, and scope of rhetoric. We will examine rhetorical theory and various rhetorical perspectives and focus on how to apply them to analyze different cultural texts and artefacts. This course will provide you with the tools and vocabulary to analyze the functions and forms of communication and critically examine and engage with the social world.

Required Text

You can buy the book at the UW bookstore.

We will examine assorted texts and other artefact throughout the term in addition to the course readings. I will provide a link or additional information on the LEARN site if they cannot be easily found or are not public domain.

Style Guide
Conduct and Expectations
Scheduled readings must be completed before the relevant class. Read/watch/listen to the critical texts before the relevant class, and come prepared to discuss them. Please come to class on time and ready to contribute, ask questions, offer opinions, and listen to others. Have a piece of paper on hand in case of a pop quiz.

Learning is an active process that must occur in a safe, respectful, and friendly environment. A classroom is a place to listen to other perspectives and communicate your ideas, while keeping an open mind. You may disagree with other opinions, and you are welcome and encouraged to express and discuss your own thoughts; however, you must, at all times, maintain a positive critical vocabulary and be respectful of fellow students and their views. At no point will sexist, racist, or homophobic language be tolerated.

Please bring the relevant text(s), turn off iPod, iPad etc. and put your cell phones on silent in class. Laptops can be utilized for note taking and assigned in-class activities only. Please refrain from texting, e-mailing, surfing the Internet, playing games, writing papers, doing homework, etc. during class time.

Late policies
Late assignments will be penalized 5% each day they are late (including Saturday and Sunday) and will not be accepted after one week past the deadline. Extensions may be granted on a case-by-case basis but only if consultation takes place prior to the due date. Any requests made after the due date will require appropriate medical documentation.

On Line Access
You have access to ENGL101B on LEARN. I will post messages and comments, add helpful resources, and provide links to assigned readings and artefacts for analysis so please check it regularly.

Your access to this course will continue for the duration of the current term.

Mid-Term
The mid-term will include the course material covered in the first seven weeks and will consist of two sections. In section one you will need to define and discuss the terms and tools examined in the readings and lectures. In section two you will be asked to apply those tools and rhetorically analyze an artefact of your choice. The mid-term will be held on June 23rd. An absence from the mid-term will require documentation from a health care professional, in case of an illness. Any other extraordinary circumstances will also require documentation. Only under these circumstances can an alternative examination be scheduled.

Final Exam
The final exam will take place in the exam period and will cover material from the entire course. It will include multiple-choice, true/false, short-answer, and essay questions.
Missed Test
The University of Waterloo Examination Regulations state that:
(www.registrar.uwaterloo.ca/exams/ExamRegs.pdf)
• A medical certificate presented in support of an official petition for relief from normal
academic requirements must provide all of the information requested on the “University of
Waterloo Verification of Illness” form or it will not be accepted. This form can be obtained from
Health Services or at www.healthservices.uwaterloo.ca/Health_Services/verification.html.
• If a student has a test/examination deferred due to acceptable medical evidence, he/she
normally will write the test/examination at a mutually convenient time, to be determined by the
course instructor.
• The University acknowledges that, due to the pluralistic nature of the University community,
some students may on religious grounds require alternative times to write tests and examinations.
• Elective arrangements (such as travel plans) are not considered acceptable grounds for granting
an alternative examination time.

Proposal
You will be required to write a one-page essay plan. Your thesis must be clearly stated in your
proposal. Preliminary research must be done for the proposal and at least three scholarly
references are required. You will also need to discuss your proposal with me before you write
your essay.

Final Essay
The final essay will be a research-based critical analysis. You will be required to write a critical
analysis essay of 2000-2150 words that will rhetorically analyze a cultural artefact in light of one
of the theoretical perspectives covered in this course. An artefact for analysis could be an
oration, a political or popular or scientific argument, a novel, a play, a debate, a scene from a
movie, a poster, a music video, or a website, etc. Your critical analyses must be theoretically
informed and draw on the concepts examined in the course. The final essay should go beyond
class discussions, lectures, and course readings. Essays must be formatted using MLA
guidelines. You must submit a copy of your proposal with your final draft of the essay on the due
date. Your essay grade is the largest and most important component of your mark so start
thinking about your essay right away. Your Final essay is due on July 30th at midnight.

I require digital submission, in RTF or PDF only, by midnight on the due date; this makes the
logistics much simpler, and also permits easier screening for originality/plagiarism. Use the
Turnitin.com drop box on the UW-LEARN course page. Plagiarism detection software (Turnitin)
will be used to screen assignments in this course. This is being done to verify that use of all
materials and sources in assignments is documented. If you do not want to have your assignment
screened by Turnitin, you can email me your essay so I can screen it for originality myself. If
you choose to do so I will also require an annotated bibliography of the sources used. Please
discuss this with me at least two weeks before the final essay deadline.

In-class artefact analysis
You will need to bring in an artefact of your choice for analysis on the assigned days and
examine it using the assigned rhetorical perspective.
Grading
Class Participation and In-class Analysis (includes attendance, pop quiz, in-class and on-line activities): 10%
Mid-Term Exam: 20%
Essay: 35%
Proposal: 10%
Final Exam: 25%

Schedule

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<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Readings and Assignments</th>
<th>Due Dates</th>
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<tbody>
<tr>
<td>May 5</td>
<td>Nice to meet you Introductions</td>
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<tr>
<td>May 7</td>
<td>What is rhetoric? Tradition of rhetoric</td>
<td>Aristotle, <em>Rhetoric</em> Book 2, Sellnow, Ch. 2. Martin Luther King, “I have a dream”</td>
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<td>May 12</td>
<td>Classical rhetoric</td>
<td>Aristotle, <em>Rhetoric</em> Book 1 Chs. 3, 8-10</td>
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<td>May 14</td>
<td>Deliberative Forensic Epideictic Style</td>
<td>Quintilian on Style: sections 1, 2,3 (LEARN)</td>
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<td>May 19</td>
<td>Victoria day: no class</td>
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<tr>
<td>May 21</td>
<td>Audience and Argument</td>
<td>Booth, “The Rhetorical Stance” (Jstor)</td>
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<td>May 28</td>
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<td>Selection from Shakespeare, <em>Julius Caesar</em> Act III. Scene II</td>
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<td>June 2</td>
<td>Rhetoric of Popular Culture</td>
<td>Sellnow Ch. 1.</td>
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<td>June 4</td>
<td>Narrative perspective</td>
<td>Sellnow, Ch. 3 Bring in an artefact for analysis Browning, “My Last Duchess”</td>
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<td>June 9</td>
<td>Kenneth Burke and Dramatic Criticism</td>
<td>Sellnow, Ch. 4 Burke, “Terministic Screens” from Language as Symbolic Action (on reserve at Porter library)</td>
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<td>Date</td>
<td>Topic</td>
<td>Reading</td>
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<td>June 11</td>
<td>Burke, “Container and Thing Contained” (Jstor)</td>
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<td>June 16</td>
<td>Symbolic perspective</td>
<td>Sellnow, Ch. 5</td>
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<td>June 18</td>
<td>Proposal due</td>
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<td>June 23</td>
<td><strong>Mid-term</strong></td>
<td><strong>Mid-term</strong></td>
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<td>June 25</td>
<td>Neo-Marxist criticism</td>
<td>Sellnow, Ch. 6</td>
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<td>July 2</td>
<td>Bring in an artefact</td>
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<td>July 7</td>
<td>Postmodernism and gender Criticism</td>
<td>Sellnow, Ch. 7</td>
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<td>July 9</td>
<td>bell hooks, “Postmodern Blackness” (LEARN)</td>
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<td>July 14</td>
<td>Musical perspective: The illusion of life theory</td>
<td>Sellnow, Ch. 8</td>
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<td>July 16</td>
<td>Visual perspective</td>
<td>Sellnow, Ch. 9</td>
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<td>July 21</td>
<td>Media-Centered Perspectives</td>
<td>Sellnow, Ch. 10</td>
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<td>July 23</td>
<td>TBA</td>
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<td>July 28</td>
<td>In-class artefact analysis</td>
<td>What is rhetoric? Course review</td>
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<td>July 30</td>
<td>What’s on the exam?</td>
<td><strong>Final Essays due</strong></td>
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**Academic Integrity:** in order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect, and responsibility. All students registered in the courses of the Faculty of Arts are expected to know what constitutes an academic offence, to avoid committing academic offences, and to take responsibility for their academic actions. When the commission of an offence is established, disciplinary penalties will be imposed in accord with Policy #71 (Student Academic Discipline). For information on categories of offences and types of penalties, students are directed to consult the summary of Policy #71 which is supplied in the Undergraduate Calendar (section 1; on the Web at http://www.adm.uwaterloo.ca/infoucal/UW/policy_71.html). If you need help in learning how to avoid offences such as plagiarism, cheating, and double submission, or if you need clarification of aspects of the discipline policy, ask your TA or course instructor for guidance. Other resources regarding the discipline policy are your academic advisor and the Undergraduate Associate Dean.

**Grievance:** A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70 - Student Petitions and Grievances, Section 4, http://www.adm.uwaterloo.ca/infosec/Policies/policy70.htm
**Discipline:** A student is expected to know what constitutes academic integrity, to avoid committing academic offenses, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offense, or who needs help in learning how to avoid offenses (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course professor, academic advisor, or the Undergraduate Associate Dean. When misconduct has been found to have occurred, disciplinary penalties will be imposed under Policy 71 – Student Discipline. For information on categories of offenses and types of penalties, students should refer to Policy 71 - Student Discipline, http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm

**Appeals:** A student may appeal the finding and/or penalty in a decision made under Policy 70 - Student Petitions and Grievances (other than regarding a petition) or Policy 71 - Student Discipline if a ground for an appeal can be established. Read Policy 72 - Student Appeals, http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm

**Accommodations for Persons with Disabilities:**
The Office for Persons with Disabilities (OPD), located in Needles Hall, Room 1132, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities. If you require academic accommodations (such as alternate test and exam arrangements) please register with the OPD at the beginning of each academic term and inform the course instructor.