# Course Schedule

## Important

**ALL TIMES EASTERN** - Please see the [University Policies](#) section of your Syllabus for details

<table>
<thead>
<tr>
<th>Week</th>
<th>Readings and Other Assigned Material</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 1:</strong> Introduction</td>
<td></td>
</tr>
<tr>
<td><strong>Week 3:</strong> Rhetoric and Drama</td>
<td>Shakespeare, &quot;Othello&quot; <em>Open Source Shakespeare</em> (PDF) [Line numbers not included]</td>
</tr>
<tr>
<td><strong>Week 8:</strong> Rhetoric and Information Warfare</td>
<td>Szafranski, Richard. &quot;Neocortical Warfare? The Acme of Skill&quot; from <em>In Athena's Cottage</em>.</td>
</tr>
<tr>
<td><strong>Week 9:</strong></td>
<td>McQuarrie, Edward F. &quot;Figures of Rhetoric in Advertising Language&quot; from <em>Journ...</em></td>
</tr>
</tbody>
</table>
### Final Examination Arrangement and Schedule

Please carefully review the information about [writing exams](#) for online courses, including dates, locations, how to make examination arrangements, writing with a proctor, and deadlines.

If you are taking **any on-campus courses**, you will automatically be scheduled to write your exam on campus. No action is required.

If you are taking **only online courses**, do one of the following:

- If your **address in QUEST is within 100 km** of an **examination centre**, you must choose an exam centre in [QUEST](#) by **Sunday, January 13, 2019**. This must be done each term.

- If your address in Quest is **more than 100 km from an exam centre**, you must **arrange for a proctor**. Please review the guidelines and deadlines for [writing with a proctor](#). This must be done each term.

Your online course exam schedule will be available in Quest approximately four weeks before your exam date(s). Instructions on how to find your schedule are posted on the [Quest Help](#) page.

University of Waterloo Senate-approved [academic regulations related to assignments, tests, and final exams](#) can be found on the Registrar's website.

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### Official Grades and Course Access

Official Grades and Academic Standings are available through [Quest](#).

Your access to this course will continue for the duration of the current term. You will not have access to this course once the next term begins.
Contact Information

Announcements

Your instructor uses the Announcements widget on the Course Home page during the term to communicate new or changing information regarding due dates, instructor absence, etc., as needed. You are expected to read the announcements on a regular basis.

To ensure you are viewing the complete list of announcements, you may need to click Show All Announcements.

Discussions

A General Discussion topic* has also been made available to allow students to communicate with peers in the course. Your instructor may drop in at this discussion topic.

Contact Us

<table>
<thead>
<tr>
<th>Who and Why</th>
<th>Contact Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Instructor</strong></td>
<td>Post your course-related questions to the Ask the Instructor discussion topic*. This allows other students to benefit from your question as well. Questions of a personal nature can be directed to your instructor.</td>
</tr>
<tr>
<td>- Course-related questions (e.g., course content, deadlines, assignments, etc.)</td>
<td>Instructor: Jessica-Leigh Van De Kemp <a href="mailto:jvandekemp@uwaterloo.ca">jvandekemp@uwaterloo.ca</a> Your instructor checks email and the Ask the Instructor discussion topic* frequently and will make every effort to reply to your questions within 24–48 hours, Monday to Friday.</td>
</tr>
<tr>
<td>- Questions of a personal nature</td>
<td></td>
</tr>
<tr>
<td><strong>Technical Support</strong>, Centre for Extended Learning</td>
<td><a href="mailto:learnhelp@uwaterloo.ca">learnhelp@uwaterloo.ca</a> Include your full name, WatIAM user ID, student number, and course name and number. Technical support is available during regular business hours, Monday to Friday, 8:30 AM to 4:30 PM (Eastern Time).</td>
</tr>
<tr>
<td>Learner Support Services, Centre for Extended Learning</td>
<td>Student Resources</td>
</tr>
<tr>
<td>-----------------------------------------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>General inquiries</td>
<td><a href="mailto:extendedlearning@uwaterloo.ca">extendedlearning@uwaterloo.ca</a></td>
</tr>
<tr>
<td>WatCards (Student ID Cards)</td>
<td>+1 519-888-4002</td>
</tr>
<tr>
<td>Examination information</td>
<td>Include your full name, WatIAM user ID, student number, and course name and number.</td>
</tr>
</tbody>
</table>

*Discussion topics can be accessed by clicking Connect and then Discussions on the course navigation bar above.*
Course Description and Learning Outcomes

Description

The systematic study of effective communication—the art of rhetoric—dates back at least to the epics of Homer and flourishes today in countless academic disciplines and fields of business. In fact, the historical “empire” of rhetoric is so vast and enduring that it “digests regimes, religions, and civilizations” (Roland Barthes). This class seeks to introduce students to the essential concepts, frameworks, and controversies in the history and theory of rhetoric by analyzing key selections from foundational texts, both ancient and contemporary. In addition to demonstrating the relevance of rhetorical theory and criticism to a variety of social, intellectual, and cultural fields (law, politics, philosophy, literature, advertising, etc.), the class also explores emerging forms of rhetorical practice made possible by new media technologies, such as propaganda, computational gaming, and information warfare. Students will leave the class with a firm grasp of basic concepts of rhetorical theory, a sense of the history of rhetoric, and a deeper appreciation for rhetoric as an inventive, critical, multimodal, and multidisciplinary enterprise—what Quintilian calls an “encompassing art” (ars circumcurrens).

Learning Outcomes

Upon successful completion of this course, you should be able to:

- Define basic rhetorical concepts
- Describe the historical scope of rhetoric
- Read texts critically
- Analyze artifacts rhetorically
- Appreciate rhetoric as an inventive, critical, multimodal and richly interdisciplinary enterprise

This online course was developed by Michael MacDonald, with instructional design and multimedia development support provided by the Centre for Extended Learning.
About the Course Author

Michael MacDonald

Educational Background
BA, English, University British Columbia

MA, Rhetoric, University of California at Berkeley

PhD, Rhetoric, University of California at Berkeley

Current Research
Research interests include the history and theory of rhetoric, rhetoric and philosophy, and media studies. I am currently finishing a large editorial project: the *Oxford Handbook of Rhetorical Studies* (1200 pages), which includes 60 chapters that trace the evolution of rhetoric across disciplines from Greek antiquity to the present day.

Philosophy of Teaching
My philosophy of teaching emphasizes the close reading of primary texts and takes an interdisciplinary approach to rhetoric that encourages students to draw their own connections between rhetoric and other fields in the sciences and humanities.

Hobbies/Interests/Sports
When not involved in research, I enjoy exercising, cooking, playing the drums, and composing music.

Family/Children/Travel
I am married, and often travel to my wife's home city of Chicago, where I also taught for a number of years (at the University of Illinois at Chicago). I enjoy traveling to Europe for conferences and lectures, and I taught for a semester at the American University of Paris.
Materials and Resources

Textbook

Required

There is no textbook to purchase for this course. All required readings are available for download, in PDF form, from the Course Schedule and the Content Modules.

For textbook ordering information, please contact the Waterloo Bookstore.

For your convenience, you can compile a list of required and optional course materials through BookLook using your Quest userID and password. If you are having difficulties ordering online and wish to call the Waterloo Bookstore, their phone number is +1 519 888 4673 or toll-free at +1 866 330 7933. Please be aware that textbook orders CANNOT be taken over the phone.

Resources

- Library services for co-op students on work term and distance education students
The following table represents the grade breakdown of this course.

<table>
<thead>
<tr>
<th>Activities and Assignments</th>
<th>Weight (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduce Yourself</td>
<td>Ungraded</td>
</tr>
<tr>
<td>Blogora Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Weekly Reading Responses</td>
<td>20%</td>
</tr>
<tr>
<td>Essay</td>
<td>30%</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
</tr>
</tbody>
</table>
Course Policies

Late Policy

Late Weekly Reading Responses will not be counted toward your grade unless medical documentation is provided. In the case of late Essays, the instructor reserves the right to subtract 5% per day from the assignment grade.

Intellectual Property

Students should be aware that this course contains the intellectual property of their instructor, TA, and/or the University of Waterloo. Intellectual property includes items such as:

- Lecture content, spoken and written (and any audio/video recording thereof);
- Lecture handouts, presentations, and other materials prepared for the course (e.g., PowerPoint slides);
- Questions or solution sets from various types of assessments (e.g., assignments, quizzes, tests, final exams); and
- Work protected by copyright (e.g., any work authored by the instructor or TA or used by the instructor or TA with permission of the copyright owner).

Course materials and the intellectual property contained therein are used to enhance a student’s educational experience. However, sharing this intellectual property without the intellectual property owner’s permission is a violation of intellectual property rights. For this reason, it is necessary to ask the instructor, TA and/or the University of Waterloo for permission before uploading and sharing the intellectual property of others online (e.g., to an online repository).

Permission from an instructor, TA or the University is also necessary before sharing the intellectual property of others from completed courses with students taking the same/similar courses in subsequent terms/years. In many cases, instructors might be happy to allow distribution of certain materials. However, doing so without expressed permission is considered a violation of intellectual property rights.

Please alert the instructor if you become aware of intellectual property belonging to others (past or present) circulating, either through the student body or online. The intellectual property rights owner deserves to know (and may have already given their consent).
University Policies

Submission Times

Please be aware that the University of Waterloo is located in the Eastern Time Zone (GMT or UTC-5 during standard time and UTC-4 during daylight saving time) and, as such, the time that your activities and/or assignments are due is based on this zone. If you are outside the Eastern Time Zone and require assistance with converting your time, please try the Ontario, Canada Time Converter.

Accommodation Due to Illness

If your instructor has provided specific procedures for you to follow if you miss assignment due dates, term tests, or a final examination, adhere to those instructions. Otherwise:

Missed Assignments/Tests/Quizzes

Contact the instructor as soon as you realize there will be a problem, and preferably within 48 hours, but no more than 72 hours, have a medical practitioner complete a Verification of Illness Form.

Email a scanned copy of the Verification of Illness Form to your instructor. In your email to the instructor, provide your name, student ID number, and exactly what course activity you missed.

Further information regarding Management of Requests for Accommodation Due to Illness can be found on the Accommodation due to illness page.

Missed Final Examinations

If this course has a final exam and if you are unable to write a final examination due to illness, seek medical treatment and have a medical practitioner complete a Verification of Illness Form. Email a scanned copy to the Centre for Extended Learning (CEL) at extendedlearning@uwaterloo.ca within 48 hours of your missed exam. Make sure you include your name, student ID number, and the exam(s) missed. You will be REQUIRED to hand in the original completed form before you write the make-up examination.

After your completed Verification of Illness Form has been received and processed, you will be emailed your alternate exam date and time. This can take up to 2 business days. If you are within 150 km of Waterloo you should be prepared to write in Waterloo on the additional CEL exam dates. If you live outside the 150 km radius, CEL will work with you to make suitable arrangements.
Further information about Examination Accommodation Due to Illness regulations is available in the Undergraduate Calendar.

**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. **If you have not already completed the online tutorial regarding academic integrity you should do so as soon as possible.** Undergraduate students should see the Academic Integrity Tutorial and graduate students should see the Graduate Students and Academic Integrity website.

Proper citations are part of academic integrity. Citations in CEL course materials usually follow CEL style, which is based on APA style. Your course may follow a different style. If you are uncertain which style to use for an assignment, please confirm with your instructor or TA.

For further information on academic integrity, please visit the Office of Academic Integrity.

**Turnitin**

**Turnitin.com:** Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students’ submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due notice, in the first week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin® in this course.

It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit the alternate assignment.

**Turnitin® at Waterloo**

**Discipline**

A student is expected to know what constitutes academic integrity to avoid committing an academic offence, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about “rules” for group work/collaboration, should seek guidance from the course instructor, academic advisor, or the undergraduate Associate Dean. For information on categories of offences and types of penalties, students should refer to Policy 71 - Student Discipline. For typical penalties, check Guidelines for the Assessment of Penalties.

**Appeals**
A decision made or penalty imposed under Policy 70 - Student Petitions and Grievances, (other than a petition) or Policy 71 - Student Discipline, may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to Policy 72 - Student Appeals.

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. When in doubt please be certain to contact the department’s administrative assistant who will provide further assistance.

Final Grades

In accordance with Policy 46 - Information Management, Appendix A - Access to and Release of Student Information, the Centre for Extended Learning does not release final examination grades or final course grades to students. Students must go to Quest to see all final grades. Any grades posted in Waterloo LEARN are unofficial.

AccessAbility Services

AccessAbility Services, located in Needles Hall, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodation to lessen the impact of your disability, please register with AccessAbility Services at the beginning of each academic term and for each course.

Accessibility Statement

The Centre for Extended Learning strives to meet the needs of all our online learners. Our ongoing efforts to become aligned with the Accessibility for Ontarians with Disabilities Act (AODA) are guided by University of Waterloo accessibility legislation and policy and the World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines (WCAG) 2.0. The majority of our online courses are currently delivered via the Desire2Learn Learning Environment. Learn more about Desire2Learn’s Accessibility Standards Compliance.

Use of Computing and Network Resources

Please see the Guidelines on Use of Waterloo Computing and Network Resources.

Copyright Information

UWaterloo’s Web Pages

All rights, including copyright, images, slides, audio, and video components, of the content of this course are owned
by the course author, unless otherwise stated. These web pages are owned or controlled by the University of Waterloo, Centre for Extended Learning. By accessing the web pages, you agree that you may only download the content for your own personal, non-commercial use. You are not permitted to copy, broadcast, download, store (in any medium), transmit, show or play in public, adapt, or change in any way the content of these web pages for any other purpose whatsoever without the prior written permission of the course author and the University of Waterloo, Centre for Extended Learning.

**Other Sources**

Respect the copyright of others and abide by all copyright notices and regulations when using the computing facilities provided for your course of study by the University of Waterloo. No material on the Internet or World Wide Web may be reproduced or distributed in any material form or in any medium, without permission from copyright holders or their assignees. To support your course of study, the University of Waterloo has provided hypertext links to relevant websites, resources, and services on the web. These resources must be used in accordance with any registration requirements or conditions which may be specified. You must be aware that in providing such hypertext links, the University of Waterloo has not authorized any acts (including reproduction or distribution) which, if undertaken without permission of copyright owners or their assignees, may be infringement of copyright. Permission for such acts can only be granted by copyright owners or their assignees.

If there are any questions about this notice, please contact the University of Waterloo, Centre for Extended Learning, Waterloo, Ontario, Canada, N2L 3G1 or extendedlearning@uwaterloo.ca.