English 101B
Introduction to Rhetorical Studies
Fall, 2009

Instructor: Dr. Nadine Gingrich
Office: HH 249, ext 38385
Office Hours: Wednesday, 12-2 at HH 249; Tuesday and Thursday 1-2:30, SJU P1
e-mail: please use UWACE
Classroom: DWE 3517
Time: Tuesday, Thursday 8:30-10:20 am.

Course Objectives

The course will provide an introduction to the study of rhetoric. We will look briefly at
the history of rhetoric, examine some of the major issues in and theoretical approaches to
rhetoric, and examine the structures and strategies of arguments. We will look at various
texts as a way of testing out and applying the theory.

Course Organization

The course will consist of a series of lectures and discussions as well as in-class
exercises. Because I like to look at contemporary, “everyday” texts, I will post
application texts on ACE for each class. I will notify you by e-mail on ACE that the text
has been posted. These texts will be short (usually 1-2 page) articles from popular
journals, magazines, newspapers, Internet sites or other sources. Please get into the habit
of checking ACE regularly for announcements, postings and e-mails. You must come to
class prepared to discuss both the theoretical readings and the discussion texts.

Attendance and Participation

I begin with the assumption that, having enrolled in the course, you obligate yourself to
read the assigned material and engage thoughtfully with it. Steven Pinker, an American
psychologist, says, “[I]t's undeniable that people retain more when they are called upon to
think about what they are learning than when they are asked to pluck fact after fact out of
lectures and file them away in memory” (The Stuff of Thought 84). Class discussions—
both my comments and those of your peers—will add significantly to your understanding
of the material and enhance your learning experience.

Course Text

Assignments
2 Mid-term examinations 15% each October 8 and November 5
Final examination 30% Scheduled by the registrar
Essay proposal 5% November 26
Essay 35% December 7
English 101B Essay Instructions

Your assignment is to write a 6-8 page analysis of a text of your own choosing using the terms and concepts we have discussed in class. You’ll need to follow a few important steps in order to write this analysis.

First, you will need to decide on a text; look for articles that express an opinion about something rather than “news” articles (this is not to say that news articles are not rhetorical but simply that the concepts we will discuss in this course are more readily apparent in opinion pieces). Make sure the text is long enough to provide you with some scope. You can also compare two texts that take the same or opposite sides on an issue and evaluate the effectiveness of the rhetorical strategies. You can ask the reference librarian about how to find articles from the popular press and search various data bases for an issue that interests you.

You will not be able to talk about all the concepts we have discussed in the course, so you will need to focus your discussion. For example, you may want to compare the argumentation strategies of the two sides of the issue, or you may want to argue that one side fails to make the most effective arguments. You may want to talk about the ethos of the rhetor, or how metaphor is used in an article.

There are a few things to keep in mind as you prepare for the essay. Most importantly, remember that you are not out to decide the issue one way or the other; you may have very strong opinions about the issue, but your job is to provide a critical analysis of the rhetorical strategies employed. Start looking for articles early. If you do, you will be able to test out the concepts we discuss in class on your articles and do some of your preliminary thinking and analysis as the term progresses. Talk to me about your essay; if you have any questions, please ask me. I can’t always anticipate your problems, but I’m happy to help you sort them out.

By November 26 you will hand in a short (500-1000 word) proposal which will identify the article(s) you will be using and outline your focus for the essay.

I will discuss the essay more fully in class, answer general questions, and talk about using MLA style. This is not primarily a research essay but if you do use any secondary sources you MUST identify them and cite them correctly.

Note:
The essay is due on the date specified; you must speak to me in advance if you need an extension. Essays handed in late without prior permission will be penalized 5% per day.

Academic Integrity:
**Academic Integrity:** In order to maintain a culture of academic integrity, members of the University of Waterloo are expected to promote honesty, trust, fairness, respect and responsibility.

**Discipline:** A student is expected to know what constitutes academic integrity, to avoid committing academic offences, 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 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

**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

**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

**Academic Integrity website (Arts):** http://arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html

**Academic Integrity Office (UW):** http://uwaterloo.ca/academicintegrity/

**Accommodation for Students with Disabilities:**

**Note for students 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 without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with the OPD at the beginning of each academic term.
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<td>Hauser Chapters 1&amp;2</td>
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<td>Week 2</td>
<td>Rhetoric's Compass</td>
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<td>The Rhetorical Situation; Rhetorical Selves</td>
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<td>Week 4</td>
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