English 104: Rhetoric in Popular Culture

B2-350 MWF 2:30-3:20

Instructor: Josh Henry (george.henry@uwaterloo.ca) Office: PAS 2224, Office Hours: MW 3:20-4:00

Course Description:

This course examines the role of persuasion in contemporary society by focusing on one or more topic areas including (but not necessarily limited to) movies, television, music videos, and fashion. We will explore the topic areas in as much depth as possible using a variety of rhetorical theories and methods.

Learning Objectives and Goals:

The goals of this course are to both understand the rhetorical methods needed for analysis as well as to begin to apply those methods in order to understand how pop-culture functions rhetorically. Throughout the course, students will be expected to demonstrate what they are learning through class discussions, exams, and essays. By the end of the course, students will be expected to successfully demonstrate the following skills:

- To define and explain basic concepts involving rhetoric, rhetorical analysis, and popular culture
- To apply these definitions in a close reading of a pop culture artifact for the purpose of critical discussion and debate
- To analyze how a particular artifact operates rhetorically through its ideas, structure, arguments, style, content, and context
- To articulate a rhetorical analysis of a particular artifact in terms of the rhetorical methods discussed in class, integrating research to justify and support an argument

Course Materials:


Assignments and Evaluation:

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<tr>
<th>Assignment</th>
<th>Weight</th>
<th>Due Date</th>
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<tr>
<td>Reading Responses</td>
<td>20%</td>
<td>(4 at 5% each)</td>
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<tr>
<td>Mid-Term</td>
<td>20%</td>
<td>Nov 2nd (in-class)</td>
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<tr>
<td>Term Paper</td>
<td>30%</td>
<td>Due last day of class (Dec 3rd)</td>
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<td>Final Exam</td>
<td>30%</td>
<td>Date TBD (2.5 hrs- exam week)</td>
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**Reading Responses**: Worth 5% each, (Four) 2-3 page typed or hand written responses to any class material (readings, artifacts, or class discussions). Essay format is not required. These responses should be thought of and approached as journal entries in which the student responds to class content in such a way as to generate ideas for the term paper. Prompts will be provided but may be ignored. For full credit, no more than one may be done per week, they must be turned in the same week that they are dated, and all four must be turned in by the end of week 10.
Term Paper: (7-9 pages, 12 point, Times New Roman, MLA format) Referencing the theories discussed and applying the tools acquired during the course of the term, each student shall write an in-depth critical analysis of one or a small group of pop-culture artifacts. More specific details will come forth and be discussed as the term progresses.

Schedule:

Week 1: (Sept 10-12-14) General Introduction, Brummett- Chapter 1
Week 2: (Sept 17-19-21) Brummett Chapters 1&2
Week 3: (Sept 24-26-28) Brummett Chapters 1, 2, 3
Week 4: (Oct 1-3-5) Brummett Chapters 2&3
Week 5: (Oct 8-10-12) Begin Hitchhiker’s Guide, Brummett Chapters 3&4
Week 6: (Oct 15-17-19) Brummett Chapters 4&5
Week 7: (Oct 22-24-26) Brummett Chapters 4&5
Week 8: (Oct 29-31-Nov2) Brummett Chapter 5, Finish H’s G, (Mid-Term Nov 2nd)
Week 9: (Nov 5-7-9) Music Videos-Movies-TV
Week 10: (Nov 12-14-16) Music Videos-Movies-TV
Week 11: (Nov 19-21-23) Music Videos-Movies-TV
Week 12: (Nov 26-28-30) Review
Week 13: (Dec 3) Term Paper due

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.

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