## Course schedule

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

<table>
<thead>
<tr>
<th>Module</th>
<th>Readings</th>
<th>Activities and Assignments</th>
<th>End/Due Date</th>
<th>Weight (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Module 1: Language - The origins of language and its limits</strong></td>
<td><strong>Text</strong>: <em>Language Matters</em>: Chs. 1 and 2</td>
<td><strong>Introvertise yourself</strong></td>
<td>Monday, May 7, 2018 at 11:55 PM</td>
<td>Ungraded</td>
</tr>
<tr>
<td><strong>Module 2: Language - Structure in language and the shape of thought</strong></td>
<td><strong>Text</strong>: <em>Language Matters</em>: Chs. 3, 4, 5, 6, and 7</td>
<td><strong>Progymnasma 1: The fable</strong></td>
<td>Wednesday, May 9, 2018 at 11:55 PM</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Module 3: Language - Varieties of English and the language of identity</strong></td>
<td><strong>Text</strong>: <em>Language Matters</em>: Chs. 8, 9, 10, and 11</td>
<td><strong>Progymnasma 2: Structural analysis</strong></td>
<td>Wednesday, May 16, 2018 at 11:55 PM</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Module 5: Rhetoric - From classical to contemporary rhetoric</strong></td>
<td><strong>Text</strong>: <em>The Essential Guide to Rhetoric</em>: pp. 53-57</td>
<td><strong>Progymnasma 4: What is truth Friedrich?</strong></td>
<td>Wednesday, May 30, 2018 at 11:55 PM</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Module 6: Rhetoric - Twists and turns in language and the power of metaphor</strong></td>
<td><strong>Text</strong>: <em>The Essential Guide to Rhetoric</em>: pp. 65-73</td>
<td><strong>Progymnasma 5: Baby, I'm lovin' it</strong></td>
<td>Wednesday, June 6, 2018 at 11:55 PM</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td><strong>Reading</strong>: Killingsworth, <em>Appeals in Modern Rhetoric</em>, pp. 1-10</td>
<td></td>
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<tr>
<td></td>
<td><strong>Reading</strong>: Larson, <em>Metaphors for Environmental Sustainability</em>, pp. 2-22</td>
<td><strong>Progymnasma 6: The Hummer H4</strong></td>
<td>Wednesday, June 13, 2018 at 11:55 PM</td>
<td>6%</td>
</tr>
</tbody>
</table>
Progymnasmata: Students are required to complete 10/11 progymnasmata at 6% each for a total of 60% of the course grade.

Module 7: Media - McLuhan and the laws of media

Reading: McLuhan, "Communication: McLuhan's Laws of the Media", pp. 74-78

Progamnasma 7: The laws of media

Wednesday, June 20, 2018 at 11:55 PM

Reading: McLuhan, "The Agenbite of Outwit"

Review Progymnasma 8: McMurry's unplugged experiment

Module 8: Media - Communication in the digital era

Reading: Carr, "Is Google Making Us Stupid?"

Progamnasma 8: McMurry's unplugged experiment

Wednesday, June 27, 2018 at 11:55 PM

Reading, Major, "Thoreau's Cellphone Experiment"

Module 9: Media - Power of ideas and ideas of power

Reading: Fairclough, Language and Power, pp. 73-83

Progamnasma 9: "Power in everyday life" field work

Wednesday, July 4, 2018 at 11:55 PM

Text: Language Matters: Ch. 13

Reading: Machin and Mayr, How to Do Critical Discourse Analysis, pp. 186-206

Progamnasma 10: Analyzing discourse

Wednesday, July 11, 2018 at 11:55 PM

Module 10: Power - Language through the microscope

Reading: Katz, "The Ethic of Expediency"

Progamnasma 11: The ethic of expediency

Wednesday, July 18, 2018 at 11:55 PM

Module 11: Power - Professional (mis)communication and ethics

Reading: Wallace, "Kenyon Commencement Address"

Progamnasma 11: The ethic of expediency

Wednesday, July 18, 2018 at 11:55 PM

Module 12: Power - Phronesis

Final examination

Progamnasma: Students are required to complete 10/11 progymnasmata at 6% each for a total of 60% of the course grade.

Final examination arrangements 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, May 13, 2018. 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.

**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.

A **Progymnasmata showcase** topic* has been added to post any of your progymnasmata writing exercises in order to share them with your peers. Please do not post any work before the assignment due date so that none of your classmates are tempted by your excellence. Participation in this forum is entirely optional, but I hope you will take this opportunity to showcase your work.

Contact Us

**Who and Why**

**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.

**Instructor**

- Course-related questions (e.g., course content, deadlines, assignments, etc.)
- Questions of a personal nature

Instructor: Meghan Riley
meghan.riley@uwaterloo.ca
Office: PAS 2222
Office Hours: Friday 10:30-11:30 AM

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.

learnhelp@uwaterloo.ca

**Technical Support**, Centre for Extended Learning

- Technical problems with Waterloo LEARN

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).

LEARN Help Student Documentation
Learner Support Services, Centre for Extended Learning

- General inquiries
- WatCards (Student ID Cards)
- Examination information

Include your full name, WatIAM user ID, student number, and course name and number.

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

Description

In this course, we'll take a broad look at some of the foundational issues of the discipline of Rhetoric, beginning with theories of language and ending with technical and professional communication. In between, we'll dabble in social theory, new media, and the grammar of everyday life. This course is designed to strengthen your skills as a rhetorical "agent." Rhetoric is a living, breathing, active art, one that you already engage in every waking moment. All the materials that we cover shed light on the same basic processes of accessing, interpreting, and deploying the common grounds of meaning. Thus, the course is meant to unshackle your already-abundant rhetorical intelligence so that you will become a more engaged, articulate, savvy, persuasive, critical, and civil student and human being.

Objectives

In this course, you will learn how to:

- understand and apply the basic concepts in the discipline of rhetoric,
- practice these concepts in the analysis and/or creation of everyday texts,
- enhance your self-understanding of your own rhetorical practices in the new digital world, and
- enhance your awareness of the rhetorical culture in which you dwell.

This online course was developed by Dr. Andrew McMurry, with instructional design and multimedia development support provided by the Centre for Extended Learning. Further media production was provided by Instructional Technologies and Multimedia Services.
About the course instructor and author

Course instructor — Meghan Riley

I am a PhD candidate with over ten years of experience in secondary and higher education combined. My major research interest is the relevance of speculative fiction - film and TV as well - by authors such as Octavia E. Butler, Tananarive Due, Larissa Lai, Eden Robinson, and Nalo Hopkinson on teaching and talking about race and gender as social constructs which nevertheless shape identity. I am also interested in reducing stigma towards mental illness, supporting women and parents in higher education, and student affairs more generally. Please reach out to me with information about how I can better support your personal learning outcomes for this course.

Course author — Dr. Andrew McMurry

I grew up in the countryside near Waterloo and on the shores of northern Michigan. I've always been interested in plants, animals, wild places, and books. I thought at first the plants and animals were at the top of the list, so I did an undergraduate degree in biology. It became apparent that I was better at reading and writing than looking through microscopes, so I switched over to the humanities at the graduate level. But nothing goes to waste, and many of the ideas I developed for my first book, *Environmental Renaissance*, are drawn from my continuing interest in the life sciences. The book tries to do a number of things: provide an introduction to social systems theory and cybernetics; reevaluate several canonical American literary texts from the perspective of environmental philosophy; castigate the current state of ecocriticism; and exhume Thoreau's brain using concepts from cognitive science and poststructuralism. I also find the time to talk about bottled minnows, huckleberries, Al Pacino, and Saturn (the defunct car company, not the planet). I regularly teach courses on environmental discourse, as well as rhetoric and semiotics, the latter a field I studied at Indiana University under the polymath Thomas Sebeok. Other areas in which I have opinions but limited expertise include superheroes, weather, hockey, pumpkins, swords and sorcery, farming (dairy and ant), graphic design, bricolage, false consciousness, catastrophes (especially world-ending), argufying, fish-mongery, and soup (theory and practice).
Materials and resources

Textbooks

Required


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.

Course readings

The course readings can be accessed from the Module Landing pages.

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>Progymnasmata (10 x 6%)</td>
<td>60%</td>
</tr>
<tr>
<td>Students are required to complete 10/11 progymnasmata</td>
<td>60%</td>
</tr>
<tr>
<td>Final examination</td>
<td>40%</td>
</tr>
</tbody>
</table>
Course and department policies

Late submission

The progymnasmata will have a late penalty of 10% per day.

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).
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.

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.