Fall 2015

**English 292: Contemporary Issues in Language, Writing, and Rhetoric**
DWE 3519: Monday & Wednesday, 8:30 – 9:50 am
Instructor: Adam Bradley
Office: PAS 2218, Monday & Wednesday 10:00-11:00 am
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**About this course:**
In this course we will survey the broad topic of rhetorical theory beginning with ancient ideas of language and its uses and concluding with twenty-first century applications of those theories. The entire history of rhetoric has been one of repetition and re-invention. Our investigation will take us from the attic orators of ancient Greece to modern day music and advertising. We will approach each topic with an attentive eye on both what is new about the approach and what is simply a reinvention of very old ideas. Each week we will begin with principles drawn from the ancients and use our accumulated knowledge to analyze a given text or artifact. Our goal is to discover ways in which language and its practical uses have either stayed constant over time or changed as society has evolved.

**Expectations:**
We will be discussing these texts in significant detail. My central expectation is that you come to class fully prepared. Being fully prepared means that you have read the required texts, you have given them some thought, and you have arrived in class with something relevant to say about them, or with a question in mind. Please be on time, and plan to attend every class.

**Course Texts:**
Articles will be posted on Learn for each week’s readings.

**Assignments and Evaluation:**
- Participation & Attendance: 20% (Being Rhetorical)
- Assignment 1 - A Single Word (1000 words): 15% (Poetics)
- Assignment 2 - The Ancient and the New (1250 words): 25% (Politics)
- Assignment 3 - Essay Proposal 10%
- Assignment 4 - Final Essay (7-8 pages): 30%

**Participation:**
Participation means that you come to class having read the text, ready to express your own ideas and exchange them with your other classmates and myself. Attendance is crucial but attendance alone does not count for full participation.

**Essays:**
Papers should be typed and double-spaced using 12 pt Times New Roman font. Use proper MLA citation methods. Please consult the most recent edition of the MLA handbook for details.

**Course policies:**
**Missed classes, assignments, and exams:**

The penalty for a late assignment is 2% per working day. This will be incurred in all cases except certified emergencies. Papers more than ten days late will not be accepted, and a mark of zero will be given for the assignments.

Late assignments should be submitted to the Department of English Undergraduate Office to be date-stamped, and then placed in the department’s drop-box. If your assignment is lost because you did not follow this procedure, you will be responsible for that loss, including the resulting grade. Electronic or emailed submissions will not be accepted. Please keep a copy of your assignments and submissions; in the case of a lost submission, I will ask you to provide another copy.

A doctor’s note is required to avoid a late penalty, and it should document serious illness on and for the period directly preceding the due date for assignments, or on the scheduled dates of exams.
If you miss a class for unavoidable circumstances, please connect with a classmate to discuss the material that was covered during your absence.

**Appointments and email:**

I am always happy to meet with students to discuss course matters, including difficulties with the material or upcoming assignments. Please feel free to come and see me during my office hours, make an appointment to meet with me, or send me an email.

If you send me an email, please wait 24 hours before sending me a reminder. I may not be able to respond right away, or I may be looking into the matter on your behalf, but I will get back to you as soon as possible. If you have not received a response after 24 hours, or 48 hours on a weekend, please email me again. Please note that mail from some external email servers, such as Hotmail or Yahoo, may be bounced by the university server.

Email should be reserved for relatively simple communication matters, such as brief questions or to make an appointment. If your query will require a longer conversation as in, for example, the discussion of a grade or an assignment, please make an appointment to meet with me in person. In general, I will not give out marks over email.

**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://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-71](http://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-71).

*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://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70](http://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70). In addition, consult [http://arts.uwaterloo.ca/student-grievances-faculty-arts-processes](http://arts.uwaterloo.ca/student-grievances-faculty-arts-processes) for the Faculty of Arts’ grievance processes.

*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://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-72](http://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-72).

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

*Academic Integrity Office (uWaterloo):* [http://uwaterloo.ca/academic-integrity/](http://uwaterloo.ca/academic-integrity/)

**Accommodation for Students with Disabilities:**

*Note for students with disabilities:* The AccessAbility Services (AS) Office, 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 AS Office at the beginning of each academic term.
Schedule: Sept 14th – Dec 4th

Week 1
Sept 14 — Intro, Class goals
Sept 16 — Ancient Rhetoric
   Gorgias — Encomium of Helen
   Ovid— Letter From Helen to Paris trans. Dryden

Week 2
Sept 21 — Ancient Rhetoric
   Plato— Phaedrus
Sept 23 — Ancient Rhetoric (cont.)
   Phaedrus cont.

Week 3
Sept 28 — Ancient Rhetoric (cont.)
   Aristotle — The Rhetoric, Book 1
Sept 30 — Intro to Rhetorical Theory
   Booth — Rhetorical Stance
   Loebs— Hitler’s Rhetorical Theory

Week 4
Oct 5 — Rhetoric as Action
   Burke— Dramatism
Oct 7 — Persuasive Language
   Lukianoff — The Coddling of the American Mind
   O’Neill — A Critique of Politically Correct Language

Week 5
Oct 12 — Thanksgiving
Oct 14 — Intro to Poetic Language
   Nietzsche — On truth and Lies in a Nonmoral Sense
   Burke— Terministic Screens

Week 6
Oct 19 — Northrop Frye, Gerard Manley Hopkins
   Frye – Anatomy of Criticism, Essay 4
   Hopkins Poems
Oct 21 — Translation Theory
   Bassnett — Translation studies

Assignment One Due

Week 7
Oct 26 — Language and Politics in the Ancient World
   Aeschines: Against Timarchus
Oct 28 — Language and Politics in the Modern World
   Obergefell vs Hodges

Week 8
Nov 2 — Language and Disability
Yergeau – Circle Wars
Dolmage – An Archive and Anatomy of Disability Myths

Nov 4 — The Curb-cut effect
Dolmage - A Repertoire and Choreography of Disability Rhetorics

Assignment Two Due

Week 9
Nov 9 — Persuasive Advertising
McLuhan — Laws of the Media
Lindstrom — I Can’t See Clearly Now

Nov 11 — Print Media vs. Digital Media
Artifacts in Class

Week 10
Nov 16 — The Rhetoric of Games
Bogost — The Rhetoric of Video Games

Essay Proposal Due

Nov 18 — Language and Video games
Djaouti - Origins of Serious games

Week 11
Nov 23 — Rhetoric and Popular Music
iTunes and the Commodification of Music
The Revival of Vinyl

Nov 25 — Music as Poetry
Popular Forms of Musical Persuasion

Soft Deadline for Final Essay

Week 12
Nov 30 — Computational Rhetoric
Dec 02 — Language, Computers, and Shakespeare

Final Essay Due