According to Thomas De Quincey, modernity sounds the death knell of rhetoric: the age of rhetoric, like the "age of chivalry, has passed amongst forgotten things." Taking its point of departure in this obituary for rhetoric, this course will attempt to show how the art of rhetoric -- far from passing away or, as Heidegger puts it, "drying up" -- has come to play an ever more central role in modern thought since De Quincey penned these words in 1928. After exploring the tensions between rhetoric and drama, poetry, and philosophy, we will focus our attention on new sites of inquiry opened up by the "rhetorical turn" in the humanities and social sciences: feminism, semiotics, anthropology, ideology, propaganda, psychoanalysis, and advertising.

Requirements
= 60% weekly written responses to assigned readings (8x2pp.)
= 40% final essay
= attendance, of course, is mandatory

Format
= lecture
= question and discussion
= summaries and readings of weekly responses

Syllabus

January
✓ Administration
✓ Administration
✓ Rhetoric and Philosophy: Friedrich Nietzsche, "On Truth and Lying in the
Extra-moral Sense"
✓ Rhetoric and Philosophy: Jacques Derrida, "Plato's Pharmacy"
✓ Rhetoric and Drama: William Shakespeare, Hamlet 1
23 Rhetoric and Drama: William Shakespeare, Hamlet
29 Rhetoric and Poetry: Gerard Manley Hopkins, selected poems 2
30 Rhetoric and Poetry: Gerard Manley Hopkins, selected poems

February
4 Rhetoric and Anthropology: Kenneth Burke, "Definition of Man" 3
6 Rhetoric and Anthropology: "Terministic Screens" 3
11 Rhetoric and Psychoanalysis: Jacques Lacan, "The Function and Field of
Speech in Psychoanalysis" 4
13 Rhetoric and Psychoanalysis: Jacques Lacan, "The Function and Field of
Speech in Psychoanalysis"
18 Break
20 Break
25 Rhetoric and Feminism: Teresa De Lauretis, "The Technology of Gender" 5
27 Rhetoric and Feminism: Donna Haraway, "A Cyborg Manifesto" 5

March
4 Rhetoric and Ideology: Michel Foucault, "The Order of Discourse" 6
6 Rhetoric and Ideology: Louis Althusser, "Ideological State Apparatuses" 6
11 Rhetoric and Propaganda: Noam Chomsky, "A Propaganda Model" "Conclusions" 7
13 Rhetoric and Semiotics: Roland Barthes, "The World of Wrestling," "Wine and
18 Rhetoric and Semiotics: Louis Marin, "Disneyland: A Degenerate Utopia" 8
20 Rhetoric and Advertising: Jean Baudrillard, "System of Objects" 8
25 Rhetoric and Advertising: Jean Baudrillard, "Consumer Society" 8
27 Conclusions...