HU 318 Rhetorical Theory  
Winter 1999-2000; MWF 10-11, Walker 116

M. Rene Johnson, Instructor  
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Course Description:  
A study of contemporary theories of rhetoric and their application to understanding and critiquing various forms of persuasive discourse.

Students will be able to analyze oral, visual, or written texts, using diverse rhetorical methods. Students will also understand the underlying rhetorical theories that inform these methods.

Required Text: Rhetorical Criticism: Exploration & Practice, 2nd Ed. by Sonja K. Foss

Rhetorical criticism paper: Students will write a rhetorical criticism paper in three stages. Students will first submit a proposal for their projects. Upon acceptance of the topic, students will then write and submit drafts of their papers. A final revised draft will be submitted at the end of ninth week.

Grades:  
Participation: 10%; Class presentation: 10%; Quizzes: 30%  
Paper: Proposal 10%; Draft 15%; Final Paper 25%  
A: 91-100%  
A/B: 86-90%  
B: 81-85%  
B/C: 76-80%  
C: 71-75%  
C/D: 65-70%

MTU's Academic Integrity Policy:  
Plagiarism is "knowingly copying another's work or ideas and calling them one's own or not giving proper credit or citation." Copying only a section of someone else's work is plagiarism. Copying an entire paper from print or electronic sources is plagiarism. Submitting papers written by other students or bought from a web source is plagiarism. The penalties for academic dishonesty range from a warning to expulsion from the university.

ADA/Affirmative Action Policy:  
MTU complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disability Act of 1990 (ADA). If you have a disability and need reasonable accommodation for equal access to education or services at MTU, please call Dr. Gloria Melton, Associate Dean of Students at 487-2212. For other concerns about discrimination, you may contact your advisor, department chair, or the Affirmative Action Office at 487-3310.

If you have a disability that could affect your performance in this class or that requires an accommodation under the Americans with Disabilities Act, please see me as soon as possible so that we can make appropriate arrangements.
Class Schedule:
This schedule is subject to change.

Week 1 (Nov. 29 - Dec. 3)
M: Intro. to course
W: Discuss Chap. 1 "The Nature of Rhetorical Criticism" (3-9) and "Gourmet Coffee" (handout)
F: Discuss Chap. 2 "Doing Rhetorical Criticism" (11-21) and brainstorm ideas for artifacts

Week 2 (Dec. 6 - 10)
M: Discuss Chap. 3 "Neo-Aristotelian Criticism" (23-33)
W: Discuss Brown (51-58)
F: Bring artifacts to class; discuss proposals

Week 3 (Dec. 13 - 17)
M: Discuss Chap. 4 "Cluster Criticism" (63-79); presentation on Kenneth Burke
W: Discuss Reid (81-100)
F: Discuss artifacts; visual rhetoric; PROPOSALS DUE

Week 4 (Dec. 20 - 22)
M: Discuss Chap. 5 "Fantasy-Theme Criticism" (121-130); presentation on Ernest Bormann
W: Discuss Foss (133-150)
(F Jan. 6 - 7)
F: Discuss rhetorical analysis assignment

Week 5 (Jan. 10 - 14)
M: Discuss Chap. 6 "Feminist Criticism" (165-174) and presentation on Karlyn Kohrs Campbell
W: Discuss Campbell essay (on reserve) and Trujillo (181-203)
F: QUIZ #1

Week 6 (Jan. 17 - 21)
M: Discuss Chap. 7 "Generic Criticism" (225-237); presentation on Edwin Black
W: Discuss Vande Berg (238-259)
F: Discuss artifacts; DRAFT DUE

Week 7 (Jan. 24 - 28)
M: Discuss Chap. 8 "Ideological Criticism" (291-302); presentation on Celeste Condit
W: Discuss Altman (320-345)
F: Discuss artifacts

Week 8 (Jan. 31 - Feb. 4)
M: Discuss Chap. 9 "Metaphoric Criticism" (357-367); presentation on I. A. Richards
W: Discuss Kanengieter-Wildeson (392-395)
F: WINTER CARNIVAL (no class)

Week 9 (Feb. 7 - 11)
M: Discuss Chap. 10 "Narrative Criticism" (399-408); presentation on Walter Fisher
W: Discuss Berdayes (447-452); Course Evaluations
F: Discuss artifacts; FINAL DRAFT DUE

Week 10 (Feb. 14 - 18)
M: Discuss Chap. 11 "Pentadic Criticism" (455-463); presentation on Tarla Rai Peterson
W: Discuss Peterson (on reserve)
F: QUIZ #2