

19/579
3:30-4:45
CCC 207

Dr. Wade Mahon
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Office hrs: 11-12 MW, 3:30-4:30 TR

Syllabus

- Required Texts:
- Herrick. *The History and Theory of Rhetoric*. 6th ed.
 - Plato. *Phaedrus*. Trans. by Alexander Nehamas and Paul Woodruff.
 - Shakespeare. *Julius Caesar*.

Rhetoric is concerned with the strategic use of language and knowledge as well as the contexts in which our words and ideas are put to use. This course will explore some of the major theories about what rhetoric is and how it should be used, emphasizing classic texts and theories by Plato, Aristotle, Cicero, and Quintilian and their influence on modern thought. Rhetoric is relevant to both spoken as well as written forms of communication, but in this course we will primarily concentrate on how it applies to written communication.

Because of its concern with the art of communication, Rhetoric has been the cornerstone of a liberal arts education for at least 2000 years. Rhetorical theory, by classical Greek and Roman authorities as well as by contemporary scholars continues to provide useful strategies for teachers, literature scholars, philosophers, and anyone engaged in writing or public speaking.

- Grades:
- *Quizzes:* You will take frequent brief reading quizzes that will help you prepare for the longer exams. If you are absent the day of a quiz, you can make it up prior to the next class meeting.
 - *Exams:* You will have 2 exams that will test your familiarity with and understanding of the readings and class discussions. These exams will contain multiple choice, fill-in-the-blank, and short answer questions. The second exam will cover some material that was on the previous exam.
 - *Annotated bibliography:* You will turn in an annotated bibliography (3-5 sources) on a specific concept/theorist we will discuss this semester.
 - *Rhetorical Analysis.* You will write one 3-5-page rhetorical analysis of text of your choice. This analysis will apply some aspect of rhetorical theory.
 - *Group Presentation:* In the final exam period, groups of 3 will present on a topic that relates to readings in the final section of the course.
 - *Participation:* You are expected to attend class regularly and make constructive contributions to class discussions. Missing class will make it difficult for you and your classmates to benefit from the work we will be doing in class. It is your responsibility to obtain a copy of the assignments or handouts if you are unable to attend class. You are expected to read all assigned readings before class.

The final grade will be computed as follows:

Final Grade:	Quizzes	10%
	Exams (2)	20%
	Annotated Bibliography	20%
	Rhetorical Analysis	20%
	Group Presentation	20%
	Participation	10%
		<hr/>
		100%

Semester Calendar
(exams and in **bold**, readings in brackets)

Sophists vs. Plato: The Philosophy of Rhetoric
<p>Sept. 4—Course Introduction Sept. 9—The Rhetorical Situation: <i>kairos</i> [ch. 10, 247-49; Bitzer] Sept.11—Greek Rhetoric: The Sophists & <i>dissoi logoi</i> [ch. 2] Sept.16—Philosophy vs. Sophistry: Plato [ch.3] Sept.18—Plato, <i>Phaedrus</i>, part 1 Sept.23—Plato, <i>Phaedrus</i>, part 2</p>
Aristotle and contemporary Aristotelians: The Theory of Rhetoric
<p>Sept.25—Aristotle: Rhetoric and Dialectic [ch. 4] Sept.30—Aristotle: <i>pathos</i>, evoking emotion [Perelman] Oct. 2—Aristotle: <i>ethos</i>, persuading through character [Haidt] Oct. 7—Aristotle: <i>logos</i>, persuading through reason [<i>topoi</i> vs. fallacies, ch. 4] Oct. 9—Aristotle: structuring arguments [enthymemes & syllogisms, ch. 4] Oct. 14—Burke: Resources of ambiguity [ch. 10, Burke] Oct. 16—Annotated Bibliography, Draft Workshop; exam review Oct. 21—Exam 1; Annotated Bibliography due</p>
Cicero and the Romans: The Art of Rhetoric
<p>Oct. 23—The Canons of Rhetoric: Invention, Arrangement [ch. 5; <i>Rhetorica ad Herennium</i>] Oct. 28—Shakespeare, <i>Julius Caesar</i>, I-II Oct. 30—Shakespeare, <i>Julius Caesar</i>, III-V Nov. 4—Style: Decorum [<i>Rhet. ad Her.</i>, Cicero, Longinus] Nov. 6—Style: Figures of Speech [<i>Rhet. ad Her.</i>] Nov.11—Memory and Delivery Nov.13—Rhetorical Analysis, Draft Workshop; exam review Nov.18—Exam 2; Rhetorical Analysis due</p>
Communication Media and Education: The Contexts of Rhetoric
<p>Nov.20—Classical education and manuscript culture in medieval Europe [ch. 6,] Nov.25—Renaissance education and print culture [ch. 7] Nov.27—Early modern education and Print culture: elocution [ch. 8; Sheridan] Dec. 2—Early modern education and Print culture: literature [ch. 8; Blair] Dec. 4—Contemporary education and digital culture [Baron, Welch, Porter] Dec. 9—Contemporary education and visual rhetoric [Kress, Hill] Dec. 11—Presentation planning</p>
<p>Dec. 19—Group Presentations 12:30-2:30 p.m. (Thursday)</p>

Learning Outcomes:

1. Understand the basic conceptual framework of classical rhetorical theory, including the foundational elements of persuasive discourse and the contributions of major theorists.

Course elements: reading assignments/quizzes, class discussion, exams, annotated bibliography

2. Apply your understanding of rhetorical theory in insightful rhetorical analyses of a variety of literary and/or non-literary texts.

Course elements: rhetorical analysis paper, annotated bibliography, group presentation