**Rhetorical Theory and Criticism I**

Comm. 541

(Fall, 2021)

***Catalog Description:***

Introduction to research in rhetorical studies. Examination of major figures and schools of thought on rhetorical theory and criticism from the Pre-Socratics through the contemporary modern British era.

***Course Objectives:***

In addition to general objectives and outcomes for classes in the Department of Communication Studies, there are some specific objectives for this course:

1. Students are expected to engage primary texts, commentary about the theories developed in those primary texts, and criticism that employs and refines those theories.
2. Students should be able to understand the history of the development of rhetorical theory.
3. Students should be able to describe prominent rhetorical theories from the pre-Socratic era to the modern.
4. Students should be able to adapt methodologies from theorists and use the methodologies to analyze rhetorical artifacts.
5. Students should be able to understand various forms of rhetorical theory and criticism, including but not limited to, Aristotelian, argumentation, Sophistic, and hermeneutic.
6. Students should be able to understand the ways in which rhetorical theory informs rhetorical criticism, and how rhetorical criticism refines theory.
7. Students should be able to produce a conference-ready piece of rhetorical scholarship.

**Class Term: Fall, 2021**

**Meeting Times: M 5:30-8:15p**

**Location: LAB--224**

**Office Hours: M 4:30-5:30p and by appointment**

***Required Materials:***

1. Chapters made available from Barry Brummett. Reading Rhetorical Theory. (Harcourt, Orlando, FL, 2000).
2. Quintus Tullius Cicero. How to Win an Election: An Ancient Guide for Modern Politicians. Philip Freeman (Trans.). (Princeton UP, 2012).
3. Articles to print from the library’s online research databases, and also from BeachBoard.
4. 16 GB SD memory card and case with your name on it.

***Contact Information and Office Hours*:**

Dr. Kevin A. Johnson

Office Location: AS-304

Office Hours: M 4:30-5:30 and by appointment.

Email: **kevin.johnson@csulb.edu**

***Attendance:***

You are expected to attend class every day. If you miss class, you must bring official documentation for all of your days missed and only those university acceptable excuses will be without penalty (as per Academic Senate guidelines available at http://www.csulb.edu/divisions/aa/grad\_undergrad/senate/documents/policy/2001/01/). For each day you miss in the course, you will be deducted 5% from your total grade in the course.

A tardy in the course is defined as arriving any time after class begins. I will have discretion in determining which clock has the official time to begin. You are permitted to be tardy for one class day during the semester. Each tardy beyond one will be counted as an absence. If you are more than 10 minutes late to class, you will be considered absent.

IN ADDITION, IF YOU FAIL TO COME TO CLASS PREPARED WITH YOUR ASSIGNED READING(S) FOR THE DAY (PRINTED OUT IN HARD COPY) YOU WILL BE CONSIDERED ABSENT.

***Withdrawal Policy*:**

According to University rules—see your catalog—dropping a course after the second week of class but before the last three weeks of class requires a “serious and compelling” reason. Dropping during the final three weeks is not possible unless you can prove there has been a serious “accident or illness” where the causes of withdrawal are “beyond your control.” Instructors cannot drop students from classes, they can only give a grade if you refuse or forget to withdraw. They can ask you to drop and then your petition to drop, but you must file it.

***Classroom Manners:***

Students should dress in a manner that is conducive to learning. Distractive clothing and behavior are unacceptable in an institution of higher learning. Please do not eat in class.

***Reading Assignments:***

All reading assignments for each week should be completed before the class period in which it is discussed. Reading prior to class will enable you to participate in discussions and help make you an effective and valuable class member.

***Honesty:***

Student work must be original as stipulated in University policies and publications.  Plagiarism, cheating, fabrication, or other varieties of academic dishonesty, including but not limited to facilitating the dishonesty of others and using work from your other classes, WILL NOT BE TOLERATED.  Academic dishonesty in any form will result in failure on the assignment and may result in failure for the course (the instructor reserves the right to make such determinations on a case-by-case basis).  Additionally, the instructor may report the case to the Academic Integrity Committee.  The Committee may, in turn, choose to enforce its own sanctions, such as expulsion from the University.  Students uncertain about the parameters of academic dishonesty and its consequences should consult the University’s policy on “Cheating and Plagiarism, # 85-19.”

a) Student papers will be submitted to Turnitin.  Turnitin is a plagiarism prevention service available in BeachBoard. Students submit their papers electronically, and Turnitin compares the text of those papers to the text in billions of other documents on the Internet, in papers submitted by other students around the world, and in commercial databases of journal articles and periodicals. Whenever similarities between the text in a student's paper and the text in an existing document are found, Turnitin highlights those similarities, providing an annotated document showing both the student's paper and the original source.

b) According to CSULB policy: *Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. You may submit your paper in such a way that no identifying information about you is included. Another option is that you may request, in writing from your instructor, that your papers not be submitted to Turnitin.com. However, if you choose this option you will be required to provide documentation to substantiate that the papers are your original work and do not include any plagiarized material.*

***Special Needs:***

If you need readings in Braille, need to perform your work orally, or any other special accommodation that is necessary due to a disability, please let me know so that I can accommodate the needs. Students requesting a reasonable accommodation based on a mental or physical disability should contact Disabled Student Services as soon as possible at 562-985-5401 or [dss@csulb.edu](mailto:dss@csulb.edu) for support and assistance.”

***Basic Needs***

If you are having trouble affording enough food to eat, don’t have a safe and reliable place to sleep, and/or experiencing an emergency or crisis we are here to help. We are the Basic Needs Program and we have emergency services and resources to assist you. To learn more about our programs and services you can visit our website at csulb.edu/basicneeds. To apply for our emergency services such as the meal assistance program, emergency grant, or emergency housing you can fill out our application at this link: https://cm.maxient.com/reportingform.php?CSULongBeach&layout\_id=2 We know that not having your basic needs met can affect your performance in the classroom and we want to be here to support you and help ensure you get to your graduation day. We look forward to being of service to you.

***Intellectual Property of Class Materials:***

Any rebroadcast, retransmission, or account of the materials (in whole or in part) of this course to any party that is not currently enrolled in the course, without the express written consent of the instructor of record, **is prohibited**. In fact, no student is permitted to record or take photos of anyone or any part of any class with any recording device ever. Any violation will be punished to the fullest extent of the law, will be considered academic dishonesty resulting in an “F” in the course, and/or will result in expulsion from CSULB.

***Technological Requirements and Assistance:***

Students in the course are expected to have regular access to a computer with a webcam, microphone, and Internet access. If you need technical assistance at any time during the course or need to report a problem with BeachBoard, please contact Academic Technology Services at 562-985-8324 (5-TECH). You can also receive BeachBoard support by emailing beachboard@csulb.edu.

***Technical and Digital Literacy Skills:***

To succeed in this course, you will need the following technical skills. You should be able to use Zoom to participate in class using audio and video. You should be able to use BeachBoard and be able to download and upload files. You should be able to complete assignments using Microsoft Word. You should be able to find peer reviewed journal articles and law reviews using library search tools. You should be able to install software on your computer.

***Adds/Drops/Incompletes:***

It is your responsibility to make a commitment to dropping or staying in class by the end of the second week. Do not assume that you will be automatically dropped for not attending class. If you choose to drop the class, it is your responsibility to follow the appropriate drop procedure or you risk getting a failing grade for the class.

***Major Assignments (You must complete all assignments to pass the course. Late work will not be accepted unless you have an acceptable university excuse):***

1. **Research Proposal:** The research proposal should be 5 pages, and should meet the standards set forth in the assignment description and grading criteria. The proposal should be as comprehensive as possible, and the main objective is to propose the research project that you want to complete near the end of the semester.
2. **Final Examination:** The final examination will be comprehensive of all material covered in the course. Questions will consist of short answer and essay format. The examination will be take home, the questions emailed to you, and you will have 48 hours to complete the examination which should take no longer than about three hours to complete if you have studied in advance.
3. **Final Project:** The final project should be your masterpiece of the course—well polished, and ready for submission to an academic conference to share your contribution with the field. The paper should be 25 pages maximum, and advance our understanding of both rhetorical theory and rhetorical artifact. Papers will be evaluated according to standards of review that are used in reviews of academic manuscripts that are submitted to rhetorical studies in communication conferences.
4. **Paper Presentation, Q&A, and Peer Review Committee:** You will be required to prepare an “article summary” of your final paper, and to present the summary to the class. A template for an “article summary” will be available on BeachBoard. You will also be required to engage in two peer reviews of research. As a peer reviewer, you will also be required to take an active role in serving as a committee member for the proposal and for the Q&A of the projects following the researcher’s presentation. Thus, in sum, you will be required to present your research, and participate in both sides of research Q&A sessions (as presenter and committee member).
5. **Class Discussion Leadership:** You will be required to lead a class discussion on a topic area. Discussion ought to challenge the class on at least two levels. First, the challenge is understanding. Your task as to explain and require your colleagues in the class to explain key elements of the relevant essays. Making sure that everyone understands the main ideas that are attempting to be made by the authors. Try your best to get everyone involved. Second, the challenge is critical thinking. Reading the essays together, what are some emerging questions that the essays share in common? What is the significance of those emerging themes to the study of rhetoric and to lived experiences?

***Points:***

Research Proposal 100

Final Examination 160

Final Project 165

Paper Presentation, Q&A, and Peer Review Committee 50

Class Discussion Leadership 25

**TOTAL 500 POINTS POSSIBLE**

Because regular participation in the course is a baseline expectation, punitive points may be deducted from the overall point total in the class for substandard participation in assignments. For example, failure to complete readings, participate regularly in discussions about the readings, etc. would constitute lack of participation. These are rarely, if ever, assigned, but are the right of the instructor in the event of noticeable substandard participation.

***University Policy for Grades:***

From the university catalog:

The following definitions apply to final course grades assigned in all undergraduate and graduate courses: "A" - Performance of the student has been at the **highest level**, showing sustained excellence in meeting all course requirements and exhibiting an **unusual degree** of intellectual initiative. "B" - Performance of the student has been at a **high level**, showing consistent and effective achievement in meeting course requirements. "C" - Performance of the student has been at **an adequate level**, meeting the basic requirements of the course. "D" - Performance of the student has been less than adequate, **meeting only the minimum course requirements**. "F" - Performance of the student has been such that minimal course requirements have not been met.

***Point Range Grade***

447.5-500 A

397.5-447.49 B

347.5-397.49 C

297.5-347.49 D

0-297.49 F

***Questions/Comments:***

Please feel free to ask questions or ask for clarification about any of the material in this course, including this syllabus, at any time. THE COURSE SCHEDULE MAY BE FOUND IN A SEPARATE DOCUMENT (.XLS FORMAT) ON BEACHBOARD. The schedule is subject to change throughout the semester, though it is highly likely to remain unchanged. Any changes to the course schedule will be announced in class and posted to BeachBoard.