

Point Loma Nazarene University
Department of Communication Studies
COM4060: Rhetorical Theories and Models
Fall Semester, 2020

Instructor: Walter O. Williams, Ph.D. wwilliam@ptloma.edu
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Course Objectives:

The course objective is to teach you to think critically, focusing on the interaction between language, philosophy, reality, and persuasion. A further goal is to familiarize you with the rhetorical theories in western thought. During the semester, we will perform historical and critical examinations of the rhetorical process as it is shaped by social, symbolic, psychological, and political factors in a contextual setting. Specific emphasis will be on language perception and development, and problems related to language as an epistemological and ontological tool.

Student Learning Outcomes:

- Students will develop a sophisticated understanding of rhetoric as the exchange of meaning.
- Students will formulate a thesis, organize a complex idea, and support it with appropriate evidence with proper grammar and punctuation in the final formal paper.
- Students will analyze and conduct original qualitative research, while critiquing rhetorical artifacts.
- Students will demonstrate an understanding and application of basic theoretical concepts relative to various rhetorical paradigms and frames of analysis.

TEXTS:

Foss, Sonya. *Rhetorical Criticism: Exploration & Practice*. Recent Edition. Waveland.
Gill, Ann. *Rhetoric and Human Understanding*. Waveland, 1994.

COURSE REQUIREMENTS AND EVALUATION

- I. Meetings: We will meet once each week via Zoom to discuss the readings, and assign critical exercises.
- II. I will post voice-over PowerPoint lectures via YouTube.
- III. Quizzes: There will be four “quizzes” (perhaps “quests” would be more accurate) on the Gill material. Each quiz will cover the material due for that session. The quests will be in the form of short answer questions.
- IV. Critiques: You will write four (4) short critical analyses during the semester. I will provide the artifacts to be critiqued. On each artifact you will apply a different ‘tool’ from the Foss text. I will discuss this further in zoom sessions.

V. Final Rhetorical Critique: you will further develop a rhetorical critique on one of the artifacts you analyzed during the semester. Papers should be between 1500 and 2000 words. MLA style manual should be used throughout.

VI. You will make a YouTube presentation to the class summarizing the findings of your final Rhetorical Critique. The presentation should (again) be extemporaneous in style, 10-15 minutes in length (no longer!).

100 POINT GRADING SCALE:

<u>GRADE</u>	<u>POINT VALUE</u>
A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	0-59

Grading for this course will be determined in the following manner:

Critiques.....	4 @ 10% = 40%
Gill Quests.....	4 @ 5% = 20%
Rhet Crit Presentation.....	20%
Rhetorical Criticism Paper.....	<u>20%</u>
TOTAL.....	100%

COURSE SCHEDULE

8/17	Course orientation and overview Class introduction	Zoom
8/24	Print Ads (I will provide it)	Foss: Part 1 Critique 1 Zoom YouTube Lecture
8/31	The Signifying Animal	Gill: Part 1 Quiz # 1 YouTube Lecture
9/7	Rhetorical Artifact	Foss: 4-6
9/14	Rhet Crit Zoom Discussion	Critique 2 Zoom
9/21	The Mythological Mind	Gill: Part 2 Quiz # 2 YouTube Lecture
9/28	Rhetorical Artifact	Foss: 7-9
10/5	Rhet Crit Zoom Discussion	Critique 3 Zoom
10/12	The Modern Western Mind	Gill: Part 3 Quiz # 3 YouTube Lecture
10/19	Rhetorical Artifact	Foss 10-12
10/26	Rhet Crit Zoom discussion	Critique 4 Zoom
11/2	Challenges to the Rational Paradigm	Gill: Part 4 Quiz # 4 YouTube Lecture
11/9	Paper Topics Discussion Zoom	YouTube Lecture Preliminary Bib
11/16	Individual Meetings via Zoom	Zoom
11/23	Critiques	YouTube Pres.
11/30	Final Paper Due attached to email	