

**Point Loma Nazarene University**  
**Department of Communication Studies**  
**COM4060-1: Rhetorical Theories and Models**  
**Fall Semester, 2022, 3.0 Units**

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Office Hours: M: 12-2:30, R: 12-2:30	Phone: 849-2724
Final Exam Schedule: Thursday, December 15 1:30 pm – 4:00 pm	
Meeting Time: Tuesdays 1:00 pm – 3:45 pm	Location: Cabrillo 102

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**PLNU Mission To Teach ~ To Shape ~ To Send**

*Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.*

**Course Description**

*Development of rhetorical theory and rhetorical criticism, from ancient Greece through the present, as mechanisms for generating and understanding public address.*

**Course 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.*

**PLNU Attendance and Participation Policy**

*Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation.*

**Student Responsibility:**

*It is the student's responsibility to maintain his/her class schedule. Should the need arise to drop this course (personal emergencies, poor performance, etc.), the student, not the instructor, has the responsibility to follow through (provided the drop date meets the stated calendar deadline established*

by the university). Simply ceasing to attend this course or failing to follow through to arrange for a change of registration (drop/add) will result in a grade of F on the official transcript.

### **Spiritual Care:**

*PLNU strives to be a place where students grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.*

*If you have questions, a desire to meet with the chaplain, or if you have prayer requests, you can contact the Office of Student Life and Formation.*

### **PLNU Academic Accommodations Policy:**

*PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.*

*PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.*

*Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.*

### **Sexual Misconduct and Discrimination**

*Point Loma Nazarene University faculty are committed to helping create a safe learning environment for all students. If you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that help and support are available through the Title IX Office at [pointloma.edu/Title-IX](http://pointloma.edu/Title-IX). Please be aware that under Title IX of the Education Amendments of 1972, it is required to disclose information about such misconduct to the Title IX Office.*

*If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at [counselingservices@pointloma.edu](mailto:counselingservices@pointloma.edu) or find a list of campus pastors at [pointloma.edu/title-ix](http://pointloma.edu/title-ix)*

### **PLNU Academic Honesty Policy**

*Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the*

course. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic Policies for definitions of kinds of academic dishonesty and for further policy information.

### **PLNU Copyright Policy:**

*Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.*

### **State Authorization:**

*State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on State Authorization to view which states allow online (distance education) outside of California.*

### **TEXTS:**

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

### **Course Credit Hour Information**

*In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 16 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their*

*coursework. For this course, students will spend an estimated 112.5 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.*

### **COURSE REQUIREMENTS AND EVALUATION**

I. Meetings: We will meet once each week to discuss the readings, make presentations, and narrow research topics. This course will be a seminar format, not a lecture format. It is essential that you all actively participate in class discussions. In other words, the more you participate in the discussion the greater your benefit. It is necessary, therefore, that you **read the material** and be prepared not only to critically discuss it, but to relate it to your own work in the class as well. Toward this end, I have included a LOC (Life of Class) component in your grade.

II. 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 short answer questions. Late quizzes will be docked 25%.

III. Presentations/Critiques: You will present three (3) group critical 15-minute analyses during the semester. I will provide the artifacts to be critiqued. Each group will be graded as a group. I will discuss this further in class.

IV. Final Rhetorical Critique: Your group will develop a rhetorical critique of an artifact, using one of the critique methods presented in Foss. Artifacts may include (but are not limited to) films, major television shows/events, political speeches/events, books, poems, ad campaigns, comic books, works of art, buildings, etc. Topics are open, but must be rhetorical in nature. Selection of artifacts is subject to my approval. Papers should be between 2000 and 2500 words. MLA style manual should be used throughout.

V. Critique Presentation: Each group will make a presentation to the class summarizing the findings of your Rhetorical Critique. The presentation should (again) be extemporaneous in style, 20 minutes in length, and involve your classmates and me through interesting rhetorical techniques.

**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:

Presentations/Critiques	□□.....□.....	3 @ 13.3% = 40%
Gill Quests.....	.....4 @	5% = 20%
Rhet Crit Presentation	□□□□□□□□□□.....	15%
Rhetorical Criticism Paper.....	.....□□□□□□□□□□.....	15%
LOC.....	.....	10%
<b>TOTAL</b> .....	.....□..	100%

## COURSE SCHEDULE

<u>Date</u>	<u>Topic</u>	<u>Assignment</u>
9/6	Course orientation and overview Class introduction	Syllabus
9/13	Print Ads	<b>Foss: Part 1</b>
9/20	The Signifying Animal Team Assignments	<b>Gill: Part 1</b> <b>Quiz # 1</b>
9/27	Rhetorical Artifact	<b>Foss: 4-7</b>
10/4	Rhet Crit	<b>Round 1</b>
10/11	The Mythological Mind Team Assignments	<b>Gill: Part 2</b> <b>Quiz # 2</b>
10/18	Rhetorical Artifact	<b>Foss: 8-11</b>
10/25	Rhet Crit	<b>Round 2</b>
11/1	The Modern Western Mind Team Assignments	<b>Gill: Part 3</b> <b>Quiz # 3</b>
11/8	Rhetorical Artifact	
11/15	Rhet Crit	<b>Round 3</b>
11/22	Challenges to the Rational Paradigm Paper Topics Discussion	<b>Gill: Part 4</b> <b>Quiz # 4</b>
11/29	Team Meetings	<b>Preliminary Bib</b>
12/6	Final Project Presentation	
12/15	Final Paper Due <b>(by 4:00 pm)</b>	