

Distance Studies

Department of English and Writing Studies

WRITING 2215F/650

ENCODING PERSUASION: RHETORICAL THEORY

Fall Term, 2022

INSTRUCTOR: Brock Eayrs
Room 2430, University College
beayrs@uwo.ca
Office hours: Any time in virtual reality (response within 36
Hours): email as above or using our Owl mail client.

REQUIRED MATERIALS:

- Textbook: Hauser, Gerald A. *Introduction to Rhetorical Theory*. 2nd ed. Waveland Press, 2002.
Available (hard copy) from the Western Bookstore, or as an e-book from Vital Source: <https://www.vitalsource.com/en-ca/products/introduction-to-rhetorical-theory-gerard-a-hauser-v9781478600466>
- Access to course Owl site.

COURSE DESCRIPTION AND OBJECTIVES:

Rhetoric (Ρηετορικ) includes both the study and the practice of human communication. In this course, we will focus on written communication. We will study the ways in which people communicate in order to consider theories of rhetorical activity, and we will write texts informed by those theories.

Hauser's *Introduction to Rhetorical Theory* will form the basis for our thinking about how language is used to communicate. The first five chapters outline some general concepts of rhetorical activity, while chapters 6 through 14 explore these concepts in more detail. Our reading of Hauser, together with more extended discussion in class of some recent major theorists such as Chaim Perelman, Lucie Olbrechts-Tyteca and Stephen Toulmin will constitute an introduction to the 'New Rhetoric.' In our work on these materials we will aim to understand how these theories work, to test their validity by trying them out and engaging with them in discussion, and consider the question what their usefulness might be to each of us as agents in the world who seek to bring about practical change through the use of language.

COURSE-SPECIFIC POLICIES (Note: further important University policies are set out following the course 'Schedule'; please review these carefully):

Assignments and Grades (see also 'Further Details on Assignments' below):

Note that there is no final examination in this course. Your final grade in the course will be derived from your performance in the required work, weighted as shown below.

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|---|-----|
| ➤ <u>Essay 1</u> (set topic) | 15% |
| ➤ <u>*Tests</u> (1 x 10%; 1 x 15%; 1 x 20%)* | 45% |
| ➤ <u>Essay 2: Proposal</u> (for major research paper) | 10% |
| ➤ <u>Essay 3: major research paper</u> | 30% |

***Note: These Tests are designed to take up to one hour to write, but they are not ‘timed’. You will have a two-day window (Tests 1 and 2) or four-day window (Test 3) within which to download, write, and upload your test through a link in ‘Assignments.’**

Attendance/Participation (Please note posting requirements):

Obviously, we do not meet formally as a ‘class’ in a Distance Studies course. Therefore, ‘attendance’ and participation on the Discussion Board are intertwined. While Distance Studies classes are generally asynchronous, they are not correspondence or self-paced. You must attend class (defined as logging into our Sakai section) and participate by introducing yourself, and posting questions and thoughts during the first week, and by posting (by participating in a given week’s set discussion topic) in subsequent weeks where there is a Discussion topic for that week. This means at least three separate posts during each of those weeks (a week is defined *for this purpose* as running from Monday to Sunday), **at least one of which must be a reply/response to another student and at least one of which must be a ‘new’ post.** Extended absences, defined as a failure to post into the Sakai classroom for more than five consecutive days, must be coordinated with the instructor.

Postings on the Discussion Board must have the following characteristics:

- Must contribute something meaningful to the Board;
- Must support your opinion with sufficient reasons or evidence;
- Must display good grammar and organization.

Postings should not:

- Contain disrespectful, insulting, or offensive language;
- Be excessively long or excessively short;
- Be unrelated to the week’s topic;
- Say things that do not contribute anything, e.g. “I agree with you” or “nice comment”.

Note that ‘attendance’ as defined in this section is mandatory in this course. Failure to meet the minimum posting requirements as defined above for any week where there is Discussion will result in your earned final grade in this course being reduced by 3%. That penalty is cumulative to a maximum of five weeks. Failure to meet the minimum posting requirements for five or more weeks where there is Discussion will result in your earned final grade being reduced by 15%.

Late Work:

All Tests and assignments must be completed by and submitted on the due dates shown in the course Schedule.

- A late or missed **Test** may be accepted late or made up where appropriately covered by the **Academic Accommodation and Consideration Policy** (see below).
- Informal extensions for **Essays 1 and 2** are possible, subject to my discretion, but requests must be made *in writing* through our site’s Owl mail (NOT Western email) at least two days prior to the due date. Assignments submitted late without an extension will, *if accepted*, receive a grade no higher than 65%.
- An extension for **Essay 3 beyond Wednesday December 8th** is **not possible** unless I receive a formal request for consideration issued by an academic counsellor in your Dean’s office.

COURSE SCHEDULE

(Note: our class ‘week’ runs Monday to Sunday unless otherwise noted* below)

‘Week’ One **Hauser, Ch. 1 ‘The Eventfulness of Rhetoric’**
(*8 to 18 Sept) **(Introduction to the course; definitions of ‘rhetoric’)**

Week Two **Hauser, Ch. 1**
(19 to 25 Sept)

Week Three
(26 Sept to 2 Oct)

Hauser, Ch. 2 'Rhetorical Thinking'

Week Four
(3 to 9 Oct)

Hauser, Ch. 3 'Rhetorical Opportunities'
Hauser, Ch. 4 'Making Commitments through Rhetoric'

- ****Test #1 (10%): See 'Assignments: Test 1' (coverage: lecture notes and Hauser Chapters 1 and 2)***
****Note: This Test is designed to take one hour or so to write but is not 'timed.' You will have a two-day window within which to download, write, and upload your test through the link in 'Assignments.'***
The link will open at 9:00 a.m. Monday 3 October and close 9 a.m. Wednesday 5 October).

Week Five
(*11 to 16 Oct)

Hauser, Ch. 5 'Public Judgment'

Week Six
(17 to 23 Oct)

Hauser, Ch. 6 'Finding Ideas' (*inventio*)

- ***Essay 1 (15%) due Friday 21 October by 11:55 p.m.***

Week Seven
(24 to 30 Oct)

Hauser, Ch. 7 'Using Good Reasons to Persuade' (*logos*)

- ****Test #2 (15%): See 'Assignments: Test 2' (coverage: lecture notes and Hauser Chapters 3, 4, and 5)***
****Note: This Test is designed to take one hour or so to write but is not 'timed'. You will have a two-day window within which to download, write, and upload your test through the link in 'Assignments.'***
The link will open at 9:00 a.m. Monday 24 October and close 9 a.m. Wednesday 26 October.

Fall Reading Week:
31 October to 4 November

Week Eight
(7 to 13 Nov)

Hauser, Ch. 14 'Strategic Forms of Argument Structures' (*logos*)

- ***Essay 2: Proposal for Essay 3 (10%) due by Friday 11 November @ 11:55 p.m.***

Week Nine
(14 to 20 Nov)

Hauser, Ch. 8 'Persuasiveness of Character' (*ethos*)
Hauser, Ch. 9 'The Passions' (*pathos*)

- ****Test #3 (20%): See 'Assignments: Test 3' (coverage: lecture notes and Hauser Chapters 6, 7, and 14)***
****Note: This Test is designed to take one to two hours or so to write but is not 'timed'. You will have a four-day window within which to download, write, and upload your test through the link in 'Assignments.'***
The link will open at 11:55 p.m. Sunday 13 November and close at 11:55 p.m. Thursday 17 November.

Week Ten
(21 to 27 Nov)

Hauser, Ch. 10 'Narrative' (*narratio*)

Week Eleven
(28 Nov to 4 Dec)

Hauser, Ch. 11 'Acting with Language'

Week Twelve
(*5 to 8 Dec)

Hauser, Ch. 12 'Experiencing Meaning in Rhetoric'
Hauser, Ch. 13 'Rhetorical form as Strategy'

Essay 2 (30%) due no later than Thursday 8 December @ 11:55 p.m.

This is a firm deadline. Extensions are not possible without a formal request for academic accommodation.

FURTHER DETAILS ON THE ESSAYS

Essay 1

This first essay will be on a set topic/materials; on the 'Assignment Prompts' page see assignment 'Essay 1' for complete information. The assignment will ask you to apply one or more of the concepts we will have been discussing in the first few weeks of class to a rhetorical analysis of a set of materials. Your essay should follow the usual conventions for formal papers, and your grade on it will constitute 15% of your final grade in the course. The essay should be approximately 3 – 6 pages double spaced.

Essay 2: Proposal for Essay 3 (major research paper).

Beginning early on in the term, you should begin looking for and deciding upon a subject/topic that interests you and begin to collect and assemble materials (e.g. articles; editorials; op/ed pieces; clips; speeches) focused on that topic. Each item you choose must use language and/or imagery to communicate something to an 'audience' about your topic. The possible range of topics is, of course, practically limitless, but ideally you ought to choose something that has engendered considerable 'debate.' You are of course free (and encouraged) to discuss this with me as you go about deciding upon your topic.

Using your materials, prepare a proposal for your major research paper (Essay 3). In your proposal you will aim to define your general subject and more specific topic, provide a preliminary formulation of your thesis, and give a preliminary indication of the kinds of research you will undertake. Your proposal should be approximately 2 – 3 pages double spaced. On the 'Assignment Prompts' page see assignment 'Essay 2: Proposal for Essay 3' for further information.

Essay 3: Major Research Paper.

Write a **formal rhetorical analysis* of your case file materials, in which you attempt to explain the various rhetorical strategies used to present and frame the issue or topic you have researched, using the theories we have been studying throughout the course. This essay is your 'major' essay in the course, and should be approximately 10 – 12 pages, double spaced; your grade on this essay constitutes 30% of your final grade in the course. For more information, on the 'Assignment Prompts' page see assignment 'Essay 3.'

*Please note (from the outset!): you are *not*, in Essay 3, writing 'your' contribution to the debate surrounding your topic!! Rather, you are writing *a rhetorical analysis of* that debate (its 'voices', their characteristic rhetorical strategies, etc.).

Academic Accommodation Policies

Senate language requires all requests for accommodation for a grade component of **10% or more** to go to academic counselling. That same section, however, allows for (and encourages) instructors to deal directly with accommodation requests for grade components less than 10%. Here's the relevant Senate language:

“Accommodation by Instructor for work worth less than 10% of the overall grade in a course:

Instructors are encouraged, in the first instance, to arrange participation requirements and multiple small assignments in such a way as to allow students some flexibility. A student seeking academic accommodation for any work worth less than 10% must contact the instructor or follow the appropriate Department or course specific instructions provided on the course outline.

In arranging accommodation, instructors will use good judgment and ensure fair treatment for all students. Instructors must indicate on the course outline how they will be dealing with work worth less than 10% of

the total course grade. In particular, instructors must indicate whether medical documentation will be required for absences, late assignments or essays, missed tests, laboratory experiments or tutorials, etc. Where medical documentation is required, such documentation must be submitted by the student directly to the appropriate Faculty Academic Counselling/Dean's office, who will make the determination whether accommodation is warranted. Given the University's Official Student Record Information Privacy Policy, https://www.uwo.ca/univsec/pdf/academic_policies/general/privacy.pdf, **instructors may not collect medical documentation.**"

Medical Accommodation Policy

"The University recognizes that a student's ability to meet their academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student's overall grade in the course shall be granted only in those cases where there is documentation indicating that the student was seriously affected by illness and could not reasonably be expected to meet their academic responsibilities.

Documentation shall be submitted, as soon as possible, to the appropriate Dean's office (the Office of the Dean of the student's Faculty of registration/home Faculty) together with a request for relief specifying the nature of the accommodation being requested. These documents will be retained in the student's file and will be held in confidence in accordance with the University's Official Student Record Information Privacy Policy. Once the petition and supporting documents have been received and assessed, appropriate academic accommodation shall be determined by the Dean's Office in consultation with the student's instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements for classes/labs/tutorials, arranging Special Exams or Incompletes, re-weighting course requirements, or granting late withdrawals without academic penalty. Academic accommodation shall be granted only where the documentation indicates that the onset, duration, and severity of the illness are such that the student could not reasonably be expected to complete their academic responsibilities. (Note – it will not be sufficient to provide documentation indicating simply that the student "was seen for a medical reason" or "was ill.")

Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner."

Documentation from Family Physicians/Nurse Practitioners and Walk-In Clinics

A Western Student Medical Certificate (SMC) is required where a student is seeking academic accommodation. This documentation should be obtained at the time of the initial consultation with the physician/nurse practitioner or walk-in clinic. An SMC can be downloaded at https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf

Documentation from Student Health Services

At the time of illness, students should make an appointment with a physician/nurse practitioner at Student Health Services. During this appointment, request a Student Medical Certificate from the Physician/Nurse Practitioner.

Documentation from Hospital Urgent Care Centres or Emergency Departments

Students should request that an SMC be filled out. Students may bring this form with them, or request alternative Emergency Department documentation. Documentation should be secured at the time of the initial visit to the Emergency Department. Where it is not possible for a student to have an SMC completed by the attending physician, the student must request documentation sufficient to demonstrate that their ability to meet their academic responsibilities was seriously affected."

Please note that individual instructors **will not under any circumstances** accept or read medical documentation directly offered by a student, whether in support of an application for accommodation on medical grounds or for related reasons (e.g. to explain an absence from class which may result in a grade penalty under an ‘Attendance’ policy in the course). **All medical documentation must** be submitted to the Academic Counselling or Undergraduate office of a student’s home Faculty.

Students with disabilities work with Accessible Education (formerly SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic%20Accommodation_disabilities.pdf

Students who are in emotional/mental distress should refer to MentalHealth@Western:

(<https://www.uwo.ca/health/psych/index.html>) for a complete list of options about how to obtain help.

Immediate help in the event of a crisis can be had by phoning 519-661-3030 (during class hours) or 519-433-2023 after class hours and on weekends.

Religious Accommodation

Students should consult the University's list of recognized religious holidays and should give reasonable notice in writing (email), prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the Western Multicultural Calendar (<https://multiculturalcalendar.com/ecal/index.php?s=c-univwo>).

Other Student Support Services

Registrarial Services <http://www.registrar.uwo.ca>

Student Support Services <https://student.uwo.ca/psp/heprdweb/?cmd=login&languageCd=ENG&> provided by the USC <http://westernusc.ca/services/>

Academic Support and Engagement <http://www.sdc.uwo.ca/>

Scholastic Offences:

The University Senate requires the following statements, and Web site references, to appear on course outlines:

“Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf”

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage of text from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy as above).

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com <http://www.turnitin.com>.

Intellectual Property and Copyright

All instructor-written materials (e.g. PowerPoints, lecture notes, oral lectures) for this course are created solely for students’ personal use within the course, and remain the instructor’s intellectual property. Further reproduction, fixation, distribution, transmission, dissemination, communication, or any other uses, without securing the consent of the copyright owner (the course instructor) may be an infringement of copyright. You may not distribute, email, or otherwise communicate these materials to any other person. These

limitations extend to recording, photographing, or sharing lectures (online or in-person) and lecture material without permission. Posting the instructor's content from this course to online course sharing sites like OneClass or Course Hero without permission is both an infringement of intellectual property law and a violation of academic integrity guidelines. The instructor will pass these cases on to the Western University Ombudsperson or their Department Chair as appropriate.

Prerequisites:

The University Senate requires the following statement to appear on course outlines:

“Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.”

The prerequisite for this course is:

At least 65% in one of [Writing 2101F/G](#), [Writing 2125F/G](#) (or the former Writing 2121F/G), [Writing 2111F/G](#), [Writing 2130F/G](#) or [Writing 2131F/G](#); or at least 65% in one of [Writing 1000F/G](#), [Writing 1030F/G](#), or [Writing 1031F/G](#); or at least 65% in each of [MIT 1020E](#) (or both of [MIT 1021F/G](#) and [MIT 1022F/G](#)) and [MIT 1025F/G](#); or permission of the Department (consult the Undergraduate Program Director, Writing).