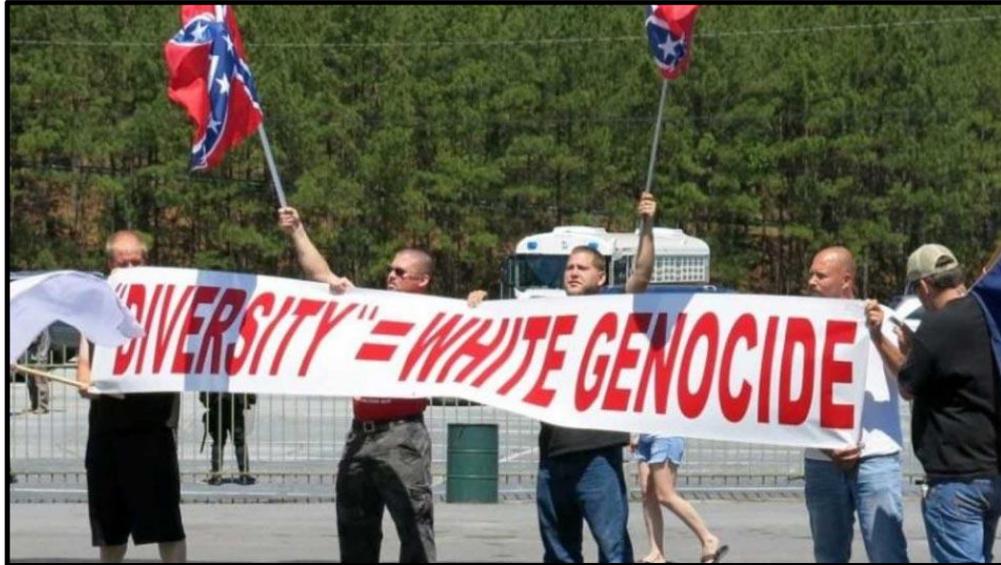


Communication 220—Introduction to Rhetoric
Fall 2017—MWF 10:25-11:15am, Corboy Room 205



Instructor: Dr. George Villanueva e: gvillanueva1@luc.edu ph: 312.915.8536
Office Hours: Monday or Wednesday, 2-3pm or by appointment in Lewis Towers 909

Overview of Course and Objectives:

This course provides a foundation for the humanistic study of communication. The class will study the development of rhetoric from its origins in Ancient Greece, to its more contemporary uses right now in narrative, dramatic, musical, feminist, political, visual, and new media contexts. Students will specifically: (1) Study the major theories and principles of rhetoric, (2) Be introduced to a range of perspectives about the public sphere and be able to identify significant features of these constructs, and (3) Practice rhetorical criticism based on contemporary political events and popular culture.

Loyola IDEA Objectives:

- Learning fundamental principles, generalizations, or theories.
- Learning to analyze and critically evaluate ideas, arguments, and points of view.
- Developing skill in expressing myself orally or in writing.

Textbooks/ Course Materials:

Palczewski, C.H., Ice, R., & Fritch J. (2016). *Rhetoric in Civic Life*. Strata Publishing. (required)

Sellnow, D. (2017). *The Rhetorical Power of Popular Culture: Considering Mediated Texts*.

Sage Publications. (required)

Other course readings will be made available on Sakai or in class as appropriate.

Participation:

Regular attendance, being on time, staying the duration and participation in discussions and activities is required to pass this course. As you cannot participate when you are not in class, excessive absences will result in a failing grade. Two tardy marks will equal an absence and every two times you arrive late/leave early will also equal an absence.

Students are expected to participate actively in class discussion, online Sakai discussion, and come to class prepared by doing assigned readings. Failure to do so will result in a "Fail" for this class. Discussion and debate are ways of assuring your understanding and adding valuable perspectives to a topic.

Deadlines are firm. Points will be taken off if your work is late. Written assignments must be submitted on **Sakai and in stapled paper format** at the beginning of class on the date indicated on the syllabus (unless adjusted by prior agreement with me). One exception will be the weekly reading reflections, which are to be submitted on Sakai by **Friday at 10pm** for each upcoming week's readings. Weekly reading reflections start the first Friday of the semester and you will be required to submit reflections for readings for week 2. Each Friday thereafter submit reflections for readings for subsequent weeks. Be prepared to present your ideas in class.

Assignments and Points:

Written assignment instructions and exam guides will be posted on Sakai and the instructor will notify students when this is posted and discuss assignments in class.

- A. Participation & Attendance in class 60 points
- B. Weekly reading reflections (Posted to Sakai). 65 points
- B. Midterm Exam (in-class) 50 points
- C. Presidential Inauguration Rhetorical Analysis (2-3 pages) 30 points

You will compare two different inauguration speeches based on the Neo-Aristotelian approach: Clinton 1993 vs W. Bush 2001 or Obama 2009 vs Trump 2017

You can access video and transcripts of speeches here:

<http://www.presidency.ucsb.edu/inaugurals.php>

- D. Visual Rhetorical Analysis Paper of a Film about Chicago (5-7 pages) 70 points

A list of possible films to select from is at the end of the syllabus. Students can select a film not on the list with prior approval from me. Please select a film that you can access either by Loyola library, City of Chicago library, or by your own means. One film will be assigned to each student and the first student to notify me about their film preference will be assigned the film for their paper. Students will be expected to watch the film outside of class time.

- E. Attend AirGo to Loyola event on Friday, October 20th, 7-10pm in Damen Multipurpose room north and submit a selfie of you attending the event in Damen, and a one-paragraph reflection on how the event speaks to urban rhetorical expression of arts, hip hop culture, and social justice in the City of Chicago. 15 points

- F. Final Exam (in-class) 50 points

Total 340 points

You must complete ALL of these assignments in order to pass the class. Failure to complete **ONE OR MORE** of them will result in an F in the class. **No Extra Credit will be assigned to make up any assignments you have missed.**

Reading reflections guide (2 paragraphs maximum): **a)** What resonated with you the most from the readings and why? **b)** Apply a concept you read from the readings to something that has happened in your everyday life or an observation you have made of current society.

Presidential inauguration speech comparison papers and visual rhetorical film analysis paper format guidelines: 12 point font, Times New Roman, Double-Spaced, 1-inch margins, page numbers and student name. APA or MLA citation. Keep to the page requirements and do not go over.

Grading Policy:

Scale: A=93%+ A-=90+ B+=88+ B=84+ B-=80+ C+=77+ C=74+ C-=70+ D+=67+ D=64+ D-=60+ F=59-

'A' work signifies excellence in both design and implementation of work. This material can be considered outstanding and should be understood as far superior to the average effort. Simply completing the assignment prompt does not automatically constitute A quality work.

'B' work signifies above average work. Strong effort is involved and visible through clear organizational planning and attention to detail.

'C' work signifies average and adequate work. This grade is earned when material completes the minimum threshold of an assignment, even though conceptual, organizational or writing problems may exist.

'D' work signifies below average work. This is usually the product of either a substantial problem adhering to the nature of the assignment or a substantially problematic effort.

'F' work signifies an unacceptable level of work. This is usually the product of an incomplete assignment or a fundamental failure to engage the nature of the assignment.

In-Class Technology Rules:

Personal computers and wireless Internet are a key part of today's technological culture, but they also can distract you from the class discussion and dampen participation. You may bring your laptops to class for note-taking, but please refrain from browsing the internet, updating your Facebook profile, playing games, instant messaging, shopping, etc. Although you may think you are being discreet, 90% of the time students engaging in such behavior give themselves away (through inappropriate facial expressions, lack of eye contact, out of sync typing, etc.). Use of computer in the classroom is a privilege. If you abuse this privilege, you will be marked absent for that class period and laptops may be banned from the classroom.

School of Communication Statement on Academic Integrity:

The penalties for academic dishonesty are a grade of F for the course and notification of the dean's office. All students must read the academic integrity policy of the [School of Communication](#). If you have questions concerning acceptable practice, consult with me prior to submitting your work. (1) Never present another person's work as your own. (2) Always provide full citation information for direct quotations. (3) Always provide full citation information when presenting the argument, interpretation, or claim of another, even if you are paraphrasing.

Students with Disabilities:

Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentiality to the instructor. The instructor will accommodate that student's needs in the best way possible,

given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.

This syllabus and the course schedule is subject to change by the instructor.

Week 1 August 28: Introduction

8/28: Introduction and Review of Syllabus

Palczewski, Ice, and Fritch, Ch. 1

Friday, submit reading reflection for Week 2 readings.

Week 2 September 4: Expanding the Rhetorical Tradition

9/4: Labor Day--No Class

Sellnow, Ch. 2

Foss and Griffin. *Beyond Persuasion* (Sakai)

Friday, submit reading reflection for Week 3 readings.

Week 3 September 11: Rhetor and Presidential Inauguration Assignment

Palczewski, Ice, and Fritch, Ch. 6

Discuss the Presidential Inauguration Comparative Assignment. Your paper assignment will be due on Monday, October 2nd.

Friday, submit reading reflection for Week 4 readings.

Week 4 September 18: Audiences and the Rhetorical Situation

Palczewski, Ice, and Fritch, Ch. 7 and 8

Friday, submit reading reflection for Week 5 readings.

Week 5 September 25: The Narrative Perspective

Palczewski, Ice, and Fritch, Ch. 5

Sellnow, Ch. 3

Friday, submit reading reflection for Week 6 readings.

Week 6 October 2: The Dramatistic Perspective

10/2: Presidential Debate Rhetorical Analysis Due

Sellnow, Ch. 4

Burke, *A Rhetoric of Motives*. (Sakai)

Friday, submit reading reflection for Week 7 readings.

10/6: Midterm guide

Week 7 October 9: Neo-Marxist Perspective

10/9-10/10: Mid-Semester Break--No Class

10/13: Midterm in class.

Sellnow, Ch. 6

Friday, submit reading reflection for Week 8 readings.

Week 8 October 16: Urban Rhetoric

Gallagher, Zagacki, and Martin. *Communicative Spaces and Rhetorical Enactments*. (Sakai)

Bennet. *The Rebirth of Bronzeville*. (Sakai)

Friday, submit reading reflection for Week 9 readings.

****Friday, October 20th 7:00-10:00pm, Damen North Multipurpose Room. Attend AirGo to Loyola live interview discussion and concert. Submit on Monday, October 23rd a one paragraph reflection on how the event speaks to urban rhetoric being expressed in the City of Chicago's arts, hip hop culture, and social justice landscape.**

Week 9 October 23: The Feminist Perspective

Sellnow, Ch. 7.

Review "Feministing" website: www.feministing.com

Friday, submit reading reflection for Week 10 readings.

10/27: No Class due to Faculty Development obligation.

Week 10 October 30: Pop Culture and Music Centered Perspective

Sellnow Ch. 1 and 8

Friday, submit reading reflection for Week 11 readings.

Week 11 November 6: Media-Centered Perspective

Sellnow, Ch. 10.

Discuss Chicago Film Visual Rhetorical Analysis due 12/1.

Friday, submit reading reflection for Week 12 readings.

Week 12 November 13: Visual Perspective

Palczewski, Ice, and Fritch, Ch. 3

Sellnow, Ch. 9

Friday, submit reading reflection for Week 13 readings.

Week 13 November 20: The Public Sphere

Palczewski, Ice, and Fritch, Ch. 9

Papacharissi, *The Internet as Public Sphere*. (Sakai)

Friday, submit reading reflection for Week 14 readings.

11/22-11/25: Thanksgiving Holiday--No Class

Week 14 November 27: Argument

Palczewski, Ice, and Fritch, Ch. 4

Friday, submit reading reflection for Week 15 readings.

12/1: Visual Rhetorical Analysis of Chicago Film Due

Week 15 December 4: Connecting the Dots and Final Exam Guide

December 8: In-class group final review and IDEA evaluations (please bring your laptop as we will reserve 10 minutes for the class to complete the course evaluation online).

Final Exam Monday, 12/11, 9-11am

Films about Chicago (One per student—First-come, first-serve basis).

1. Blues Brothers (1980)
2. High Fidelity (2000)
3. Drinking Buddies (2013)
4. Return to Me (2000)
5. The Untouchables (1987)
6. The Weather Man (2005)
7. About Last Night (1986)
8. The Fugitive (1993)
9. Hoop Dreams (1994)
10. The Interrupters (2011)
11. My Bodyguard (1980)
12. Chicago Cab--aka Hellcab (1997)
13. The Break-Up (2006)
14. Ferris Bueller's Day Off (1986)
15. Life Itself (2014)
16. Love Jones (1997)
17. Soul Food (1997)
18. Barbershop (2002)
19. Road to Perdition (2002)
20. Public Enemies (2009)
21. Chi-raq (2015)
22. Barbershop 3 (2015)
23. Southside with You (2016)
24. Jim Shoe (2016)
25. Imperfections (2016)
26. The Big Sick (2017)
27. Don't Think Twice (2016)
28. Win It All (2017)
29. Office Christmas Party (2016)
30. Bad Santa 2 (2016)