

Communication Studies 555
Seminar in Rhetorical Criticism
Fall 2018
Wednesdays, 4:00-6:50 pm

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Office Hours: 1:00-1:50 Mondays, Wednesdays and by appointment

Course Description

The study of rhetorical criticism and theory begins with the understanding that as human beings, we use language and other symbols to shape the world in which we live. Rhetorical theory allows us to begin to understand how symbols function and rhetorical criticism is one of the processes through which we assess specific symbolic acts. In this course, we will explore issues and current trends in rhetorical criticism aided by the ideas of rhetorical theory. Specific areas to be covered include Dramatistic, Narrative, Metaphoric, Ideological/Ideographic, Social Movement, Feminist, and Visual Criticisms.

Required Reading

Burghardt, C. R. and Jones, H. A. (Eds.) (2017). Readings in Rhetorical Criticism, (5th ed.). State College, PA: Strata.

Readings posted on Moodle

Academic Misconduct

Academic misconduct includes cheating, plagiarizing, and deliberately interfering with the work of others. Plagiarizing means representing the work of someone else (such as another student or an author of a book or an article) as your own. If you use the ideas or words of someone else on an exam or in a paper, you must cite the source of the original information. Following university regulations, cheating and plagiarism will be penalized with a failing grade in this course.

Grades

Grades will be based on evaluation of student performance on the following assignments:

Exam One:	100 points
Exam Two:	100 points
Paper:	100 points
Participation:	50 points

Grades will be assessed on the following scale: 92% and above =A; 91-90=A-, 89-88= B+; 87-82=B; 81-80=B-; 79-78=C+; 77-72=C; 71-70=C- and so forth.

Exams

You will complete two take-home exams during the course of the semester. I will provide you with exam questions the week before the exam is due; questions will be based on readings and discussions. Exams must be submitted to me by the beginning of class.

Paper

You will write a rhetorical criticism of an artifact of your choice. Your essay must be theoretically grounded and reflect a close reading of your chosen artifact. Your paper is due by 1:10 pm Monday, December 18, 2017.

Participation

Seminars work best when student questions and insights direct group discussions. To be good participants it is essential that you read the assigned material critically and actively. Because participation is a major element of the course, regular attendance is required.

Please Note:

Incompletes will be given only in emergencies and only with my prior consent. If you foresee having difficulty finishing the course, come speak with me immediately.

Students with disabilities may request reasonable modifications by contacting me. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). "Reasonable" means the University permits no fundamental alterations of academic standards or retroactive modifications. For more information, please consult <<http://www.umt.edu/disability>>.

August 29:	<p style="text-align: center;">Introduction</p> <p>~Nothstine, Blair, and Copeland, "Invention in Media and Rhetorical Criticism: A General Orientation" (Moodle)</p> <p>~Foss, Foss and Trapp, "An Introduction to Rhetoric" (Moodle)</p>
September 5:	<p style="text-align: center;">The Rhetorical Renaissance</p> <p>~Bitzer, "The Rhetorical Situation" (Text, p.33)</p> <p>~Vatz, "The Myth of the Rhetorical Situation" (Moodle)</p> <p>~Black, "Excerpts from <i>Rhetorical Criticism: A Study in Method</i>" (Text, p.42)</p> <p>~Hill, "Conventional Wisdom – Traditional Form – the President’s Message of November 3, 1969" (Text, p.149)</p> <p>~Campbell, "An Exercise in the Rhetoric of Mythical America" (Moodle)</p> <p>~Hill and Campbell, "The Forum" (Moodle)</p>
September 12:	<p style="text-align: center;">Dramatistic Criticism</p> <p>~Burke, "The Rhetoric of Hitler’s Battle" (Text, p.210)</p> <p>~Tonn, Endress, and Diamond, "Hunting and Heritage on Trial in Maine: A Dramatistic Debate over Tragedy, Tradition, and Territory" (Text, p.225)</p> <p>~Ott and Aoki, "The Politics of Negotiating Public Tragedy: Media Framing of the Mathew Shepard Murder" (Text, p.241)</p> <p>~Kaylor, "No Jack Kennedy: Mitt Romney’s ‘Faith in America’ Speech and the Changing Religious-Political Environment" (Moodle)</p>
September 19:	<p style="text-align: center;">Narrative Criticism</p> <p>~Fisher, "Narration as a Human Communication Paradigm: The Case of Public Moral Argument" (Text, p.262)</p> <p>~Lewis, "Telling America’s Story: Narrative Form and the Reagan Presidency" (Text, p.284)</p> <p>~King, <i>Rogue Waves, Remakes, and Resurrections: Allegorical Displacement and Screen Memory in Poseidon</i>" (Text, p. 306)</p> <p>~Stroud, "Multivalent Narratives: Extending the Narrative Paradigm with Insights from Ancient Indian Philosophical Texts" (Moodle)</p>
September 26:	<p style="text-align: center;">No Class – PAC conference</p>

October 3:	<p style="text-align: center;">Metaphoric Criticism</p> <p>~Osborn, "Archetypal Metaphor in Rhetoric: The Light-Dark Family" (Text, p.330)</p> <p>~Ivie, "Metaphor and the Rhetorical Invention of Cold War 'Idealists'" (Text, p.341)</p> <p>~Donofrio, "Ground Zero and Place-Making Authority: The Conservative Metaphor in 9/11 Families' 'Take Back the Memorial' Rhetoric" (Text, p.358)</p> <p>~Kuusisto, "Heroic Talk, Game, and Business Deal?: Western Metaphors in Action in Kosovo" (Moodle)</p>
October 12:	<p style="text-align: center;">Exam One Due Doing Rhetorical Criticism</p>
October 17:	<p style="text-align: center;">Ideological Criticism</p> <p>~Wander, "The Ideological Turn in Modern Criticism" (Text, p.64)</p> <p>~Condit, "Hegemony in a Mass-Mediated Society: Concordance about Reproductive Technologies" (Moodle)</p> <p>~Cloud, "Hegemony or Concordance? The Rhetoric of Tokenism in 'Oprah' Winfrey's Rags-to-Riches Biography" (Text, p.356)</p> <p>~Condit, "Hegemony, Concordance and Capitalism: Reply to Cloud" (Moodle)</p> <p>~Cloud, "Concordance, Complexity, and Conservatism" (Moodle)</p> <p>~Condit, "Clouding the Issues?" (Moodle)</p>
October 24:	<p style="text-align: center;">Ideographic Criticism</p> <p>~McGee, "'The Ideograph': A Link between Rhetoric and Ideology" (Text, p. 466)</p> <p>~Lucaites and Condit, "Restructuring <Equality>: Culturetypal and Counter-Culture Rhetorics in the Martyred Black Vision" (Text, p. 480)</p> <p>~Enk-Wanzer, "Decolonizing Imaginaries: Rethinking 'the People' in the Young Lords' Church Offensive" (Moodle)</p> <p>~Charland, "The Case of the 'Peuple Quebecois'" (Moodle)</p>
October 31:	<p style="text-align: center;">Social Movement Criticism</p> <p>~Simons, "Requirements, Problems, and Strategies: A Theory of Persuasion for Social Movement" (Text), p. 386</p> <p>~Cathcart, "Movements, Confrontation as Rhetorical Form" (Moodle)</p> <p>~DeLuca, <i>Image Politics</i>, Chapter Two (Moodle)</p> <p>~Endres and Senda-Cool, "Location Matters: The Rhetoric of Place in Protest" (Moodle)</p> <p>~Pezzullo, "Resisting National Breast Cancer Awareness Month: The Rhetoric of Counterpublics and their Cultural Performances" (Moodle)</p>

November 7	No Class -- NCA
November 14:	<p>Feminist Criticism</p> <p>~Campbell, <i>The Rhetoric of Women's Liberation: An Oxymoron</i> (Moodle)</p> <p>~Hayden, <i>Toward a Collective Rhetoric Rooted in Choice: Consciousness Raising in the Boston Women's Health Book Collective's <i>Ourselves and Our Children</i></i></p> <p>~Foss and Griffin, "Beyond Persuasion: A Proposal for an Invitational Rhetoric" (Moodle)</p> <p>~Lozano-Reich and Cloud, "The Uncivil Tongue: Invitational Rhetoric and the Problem of Inequality" (Moodle)</p>
November 21	No Class—Thanksgiving Holiday
November 28	<p>Visual Rhetoric</p> <p>~Hartman & Lucaites, "Performing Civic Identity: The Iconic Photograph of the Flag Raising on Iwo Jima" (Moodle)</p> <p>~Edwards and Winkler, "Representative Form and the Visual Ideograph: The Iwo Jima Image in Editorial Cartoons" (Moodle)</p> <p>~Hayden, "Revitalizing the Debate between <Life> and <Choice>: The 2004 March for Women's Lives" (Moodle)</p> <p>Jenkins, "The Modes of Visual Rhetoric: Circulating Memes as Expressions" (Moodle)</p>
December 5	Exam Two Due
December 13 (Thursday)	Final Papers are due to me by 1:10pm