
RHETORIC & PERSUASION in Fall 2018 (CM3052)

Course Code	CM3052	Professor(s)	Lissa Lincoln
Prerequisites	None	Office Number	PV-205
Class Schedule	TF: 16:55-18:15 in PV-1	Office Hours	Fridays 6:15-7:00 and by appointment
Credits	4	Email	llincoln@aup.edu
Semester	Fall 2018	Office Tel. Ext.	717

Course Description

What is “Rhetoric”? For a few, it is merely an aesthetic, flowery, ornate and ultimately vacuous dribble of words and images, which entertains and distracts more than it informs and elevates. For some, it is a system of symbols and sign designed to influence, manipulate and control human behaviour. For others, rhetoric is a specific mode of discourse that takes into account the persuadable nature of human beings. Rhetoric may be the voice of ideology or the very mode to incite people to authentic ethical action and political engagement.

We will study rhetoric as a historical phenomenon from the ancient Greeks and Romans to contemporary theorists, politicians and orators. We will also explore rhetoric as an analytical tool, considering how words and images are used to convince and persuade individuals and groups to assume or undertake certain positions, arguments, or actions. We will focus on the rhetoric of everyday life; propaganda and political discourses; legal rhetoric; performative utterances, hate speech, and free speech; advertising; and the impact of new media on traditional modes of rhetoric. We will study *and* practice the persuasive use and deployment of rational argument, of emotional appeals, and of ‘common topics’, and will compare - and put to use - visual and verbal techniques of persuasion.

Course Learning Outcomes

To gain a richer understanding of the history of rhetoric and the debates surrounding its role and function in society.

To become familiar with the major rhetorical figures and schools, while examining their methods of constructing rhetorical appeals and of conducting rhetorical analyses.

To interrogate the nature of ‘persuasion’ in terms of what makes certain modes of discourse more persuadable than others in given situations.

To become more practiced in determining the best means of analysis in given rhetorical situations and to be able to deploy different methods of rhetorical analysis

To become more practiced in determining the best means of persuasion in given situations and to be able to make productive use of various rhetorical appeals.

General Education

Course Outline

	This is a tentative course schedule and will be revisited as the course progresses	
Week 1		
T	Sept 11	Introduction to Course
F	Sept 14	Rhetoric Definitions and Situations Herrick Chapter 1
Week 2		
T	Sept 18	Sophistry Herrick Chapter 2
F	Sept 21	Sophistry
Week 3		
T	Sept 25	Contemporary Sophistry: Film "Thank You For Smoking"
F	Sept 28	Plato Herrick Chapter 3
Week 4		
T	Oct 2	Plato
F	Oct 5	Aristotle
Week 5		
T	Oct 9	Aristotle Herrick Chapter 4
F	Oct 12	Aristotle
Week 6		
T	Oct 16	Review
F	Oct 19	Mid-term exam
Week 7		
T	Oct 23	Rhetorical Criticism - Overview Class Handout
F	Oct 26	Rhetorical Criticism - Critical Approaches
Week 8		
T	Oct 30	Kenneth Burke Herrick Chapter 10

October 31-Nov 2 fall break no classes		

Week 9			
T	Nov 6	Burke	Class Handouts
F	Nov 9	Workshopping methodology	
Week 10			
T	Nov 13	Discussion of Term Papers	Class Handouts
F	Nov 16	Workshopping Paper Proposals	
Week 11			
T	Nov 20	Bitzer,	Final version of proposal due
F	Nov 23	Bitzer	Class Handouts
Week 12			
T	Nov 27	Fischer,	TERM PAPERS DUE
F	Nov 30	Fischer	
Week 13			
T	Dec 4	Review	
F	Dec 7	Review	
Week 14			
T	Dec 11	LAST DAY OF CLASSES	

Textbooks

Title	Author	Publisher	ISBN	Required
History and Theory	Herrick	Taylor and Francis	9781138223677	Yes

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

Your work must be submitted typed, double-spaced, in 12 point Times font, with 1 to 1.5 inch margins.

Assignments and participation (analyses, reflection papers, essays, worksheets)
20%

Midterm exam	30%
Research paper	30%
Final exam	20%

The following guidelines will be used to evaluate and grade your work and performance.

A = Exceptional; the quality of the student's work meets the highest standards of the department and the university, going well beyond the assigned requirements. A student demonstrates creative mastery of the course material. Work evinces great planning, extensive development, originality, rigorous research and argumentation, unique ideas and excellent written expression.

B = Very good; A student demonstrates a thorough understanding of the course material. Work fulfills all the assigned requirements and then some. Work demonstrates careful planning and organization, strong, well-formulated argumentation and a solid grasp of course concepts and material. Written work is clear, cogent and correctly constructed.

C = Satisfactory; Work satisfies all the basic minimum requirements for the course. Work reflects a basic understanding of all the course fundamentals. Written work covers all the necessary requirements in terms of content and form and shows reasonable command of argumentation, organization, style and grammar.

D = Unsatisfactory; Work submitted is incomplete; Written work is confused in argumentation and lacks unity and coherence. Claims are unsubstantiated. Written work does not adhere to basic academic standards in terms of content, form, register and style; written work contains grammatical and stylistic errors of various kinds

F = Poor; little evidence of effort to fulfil even the most basic of course requirements.

Note: a *plus* or *minus* may follow these letter grades at the professor's discretion

Other
