

# English 3021: Rhetoric

## Spring 2012

Professor: Stephen McElroy, WMS 222A  
Class time: 5:15, DIF 230  
Office Hours: WMS 222A – M, 4-5, and by appointment  
Email: sjm10d@fsu.edu

### Course Description

ENC 3021 is one of three core courses for Editing, Writing and Media. Studying the history of rhetoric provides students with foundational rhetorical principles and building blocks, crucial for writers, editors and evolving scholars.

For our spring 2011 course in rhetoric, we will be attending to Western rhetoric as it has evolved and changed throughout its 2500-year history. Beginning with fifth century BCE Greece and ending up in twenty-first century CE United States, we will take a stroll through rhetorical history, observing the shifts in rhetoric as it morphed from a predominantly oral performance to its current multi-media form. We'll experience changes in who can speak, what can be said, and how it can be said, attending to the ways in which language has been used across time and place to create a shared reality, change that reality, and secure power within that reality. In the process, we will discover the intimate connection between rhetoric and philosophy, rhetoric and community, rhetoric and media.

When you complete this class, you will be expected to be able to:

- Identify and describe key figures/terms/concepts traced through major time periods/movements
- Explain how those concepts inform, echo, complicate, align with, and/or contradict one another
- Apply rhetorical concepts to various case study examples
- Develop your own definition of rhetoric, synthesizing readings and class discussions to theorize that definition
- Understand the political, socio-cultural, economic, religious etc., historical contexts for different rhetorical concepts
- Explore the ways in which this class connects to the EWM major

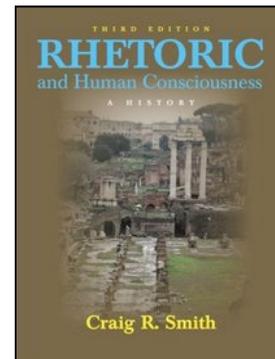
### Key Terms

Rhetorical appeals, canons, kairos, audience, rhetorical situation, three types of ancient rhetoric, modern rhetorical concepts

### Required Texts

Smith, Craig R. *Rhetoric and Human Consciousness: A History*. 3<sup>rd</sup> Ed. (2009).

Assorted PDFs in course library and readings available online



## Course Requirements

Two exams, three short mini-projects, and a final paper comprise the course. In order to receive course credit, you must complete the following on/by the scheduled dates:

- 1) Mini-Projects 3 @ 10% each
- 2) Exams 2 @ 20% each
- 3) Final Project 1 @ 30%

**Late Work** will be penalized one letter grade per calendar day.

## Assignments Defined

- **Mini-Projects**
  - **One: Terms Wiki** – Each student will be required to compose a detailed entry on the course wiki (access to be granted in the first week of class). The entry will define a term in rhetoric and provide two examples of the term in action. A list of terms from which to choose and an example entry will be provided.
  - **Two: Analysis Project** – Each student will select a text (speech, advertisement, music video, etc.) and compose an essay in which you describe the text in detail and analyze those details according to the appropriate rhetorical concepts.
  - **Three: Rhetorician Intro** - Composing in the genre of the “Introducing” book series, students will create a short booklet that explores one of our authors’ more difficult terms and concepts using visual and graphic literacy practices.  
(<http://www.introducingbooks.com/book/group/Graphic>)
- **Final Project** – Each student will select one twentieth century rhetorician that was not discussed in class, provide a brief overview of that person’s life and work, describe in detail that person’s major contribution to the field of rhetoric, and compare that person’s contribution with one rhetorician from the syllabus. 5 scholarly sources, MLA formatting, ~2500 words.
- **Exams** – There will be two exams over the material, both conceptual and factual/historical, from readings and class discussions. Each exam will be preceded by a review session. Exams may include questions in the forms of multiple choice, true/false, matching, short answer, fill-in-the-blank, and/or essay.

## Attendance

Attendance is mandatory. If you have more than two unexcused absences, your grade will suffer. If you have more than four, you will be in danger of failing.

Excessive tardies will be converted to absences.

University Attendance Policy: Excused absences include documented illness, deaths in the family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a

way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

### **Plagiarism**

Will result in a failing grade. Plagiarism includes using and representing the words, thoughts, arguments, or organizational structures of another author as your own.

Consider the following:

According to the Faculty Senate, “You are expected to uphold the Academic Honor Code published in The Florida State University Bulletin and the Student Handbook. The academic honor system of The Florida State University is based on the premise that each student has the responsibility (1) to uphold the highest standards of academic integrity in the student’s own work, (2) to refuse to tolerate violations of academic integrity, and (3) to foster a high sense of integrity and social responsibility on the part of the university community.”

The Florida State University Academic Honor Policy outlines the University’s expectations for the integrity of students’ academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty members throughout the process. Students are responsible for reading the Academic Honor Policy and for living up to their pledge to “. . . be honest and truthful and . . . [to] strive for personal and institutional integrity at Florida State University.” (Florida State University Academic Honor Policy, found at <http://dof.fsu.edu/honorpolicy.htm>.)

### **Special Note**

If you need course adaptations or accommodations because of a disability, if you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible. My office location and office hours are listed above. Don’t hesitate to email or phone me.

Please consider the following:

Students with disabilities needing academic accommodation should:

- (1) register with and provide documentation to the Student Disability Resource Center; and
- (2) bring a letter to the instructor indicating the need for accommodation and what type. This should be done during the first week of class.

This syllabus and other class materials are available in alternative format upon request.

For more information about services available to FSU students with disabilities, contact the:

Student Disability Resource Center  
874 Traditions Way

108 Student Services Building  
Florida State University  
Tallahassee, FL 32306-4167  
(850) 644-9566 (voice)  
(850) 644-8504 (TDD)  
sdrc@admin.fsu.edu  
<http://www.disabilitycenter.fsu.edu/>

Finally, Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advance notice.