

# Rhetorical Theory and Applications

ENG 283 | Section 001 | Fall 2019  
Time | Location

Illinois State University

## Professor Information

**Professor:** Dr. Erika M. Sparby

**Email:**

**Phone:**

**Office:**

**Office Hours:**

**Course Website:**

## Required Texts

Crowley and Hawhee. (2012). *Ancient Rhetorics for Contemporary Students*. ISBN 9780205175482

Duckett. (2011). *HTML+CSS: Design and Build Websites*. ISBN 9781118008188

Other readings as assigned on ReggieNet

## Course Description and Objectives

As a field of scholarly inquiry, rhetoric is the study of communication via language or other modes (visual, gestural, spatial, etc.) **and** its effects. This course will introduce you to the field of rhetoric, specifically its classical origins and contemporary applications. Proficiency and knowledge of rhetoric can help you get a job, negotiate relationships, perform your civic duties, and choose the best course of action in a given situation. Rhetorical study, however, has benefits beyond the pragmatic ones listed above. As rhetors, we use language and other modes of communication; as audiences, language and other modes of communication use us. Thus, we will also study rhetoric in terms of the ideological work it does, uncovering the ways in which ideological values circulating in everyday public discourses persuade us to construct, conform, and/or resist specific (and sometimes competing) versions of reality. Given our foci on rhetoric, its applications, and communication in general, this course asks you to: ask what other think; listen to others; determine the value and reliability of sources; synthesize different viewpoints; consider the impact of your own communication on others; and practice reading, writing, designing, and presenting.

In this course you will:

- Understand what rhetoric means, what rhetoric does, and how to responsibly use rhetoric
- Develop a working vocabulary of rhetorical terms and concepts
- Explore rhetorical principles and practices for application in everyday situations
- Demonstrate the ability to rhetorically analyze a variety of texts
- Understand and recognize our own communication as rhetorical, with both intentional and unintentional effects

## Grade Distribution

All assignments and projects must be completed to pass the course.

Attendance/Participation	15 points
Rhetorical Application Pres	5 points
Collaborative Analysis Pres	20 points
Digital Portfolio	60 points
• Experiments and Reports	30 points
• Final Rhetorical Project	20 points

## Grading Scale

Grade are earned, not given.  
I do not respond to requests for higher grades.

A	100-90
B	89-90
C	79-70
D	69-60
F	59 or below

## Brief Assignment Descriptions

The assignments in this course are designed to meet the course objectives outlined above. Below are brief descriptions of the assignments; full prompts are available on ReggieNet.

### Attendance/Participation

1. *Attendance.* Attend class and arrive on time.
2. *Participation.* Do readings and homework; engage in discussions and activities.
3. *Quality of drafts.* Submit high-quality, complete drafts on time.
4. *Quality of peer review.* Give your partners constructive feedback on their drafts.

### Rhetorical Application Presentation (RAP)

Once during the semester, each student will choose a contemporary example of rhetoric (from the news, pop culture, etc) and present a ~5-minute analysis of it using the theory, lens, or term of the week.

### Collaborative Analysis Presentation (CAP)

You will work with in groups of two or three to present a rhetorical analysis of an artifact (text, visual, video, etc.) using rhetorical theories and concepts we have learned in class. Your team is free to choose what you want to analyze, and I encourage you and your partner to meet with me during office hours to discuss ideas for your analytical presentation. You are expected to provide a visual and/or digital supplement and you are expected to facilitate a Q&A/discussion after your presentation.

### Digital Portfolio

You will learn to code your own website and use these skills to develop a digital portfolio of your work for the course. In addition to uploading your two presentations, you will also complete the following work for the portfolio:

1. **Two rhetorical experiments and lab reports (RELRs).** Each of you will design, conduct, and write three short reports of persuasive rhetorical experiments.
2. **A final rhetorical project.** You will produce a piece of rhetoric and write a 2-3-page explanation and defense of your rhetorical choices.



## Course Policies

The policies in this syllabus are considered contractual at Illinois State University. If you remain in the class after day one, you have agreed to all that is required. I reserve the right to change the day-by-day schedule (with advanced notice), but not the requirements and policies above and below.

### Attendance and Punctuality

Being late to class is disruptive. If you are regularly late, I suggest that you drop the course. Unexcused absences and tardiness will negatively affect your grade. If you are ill or have a personal emergency, you are responsible for notifying me and making up the work. You will be working collaboratively with peers; thus, you will also be required to attend any scheduled meetings with your team.

### Homework Submission

- All coursework will be submitted on by 12:35pm on the date listed in the prompt.
- Presentations cannot be rescheduled except in extreme situations.
- Late work is accepted for two days after the due date, but you will lose points from the final grade if no extension has been granted.
- Technological mishaps are not accepted as excuses for late work.

## Professionalism

During class discussions, peer feedback, and in your writing, you are expected to treat others with respect. This pertains to all class members, the professor, and the audiences you write for and people you write about. I do not tolerate intolerant discourses. If a student engages in disrespectful or hateful speech, we will discuss conduct; if it happens a second time, the offender will be removed from the course altogether. You are expected to produce professional, high-quality documents that are appropriate for specific writing situations.

All ISU students are responsible for upholding the Code of Academic Integrity and the Student Code of Conduct available online. Submitting an item of academic work that has previously been submitted without fair citation of the original work or authorization by the faculty member supervising the work is prohibited by the Student Code of Conduct. Plagiarism will result in a failing grade for the assignment or for the course.

### Technology

This course's information exchange is largely digital, so a basic knowledge of some digital technologies is required.

- You are expected to back up all files.
- You are expected to have proficiency with your ISU email account and ReggieNet functionality.

You are expected to become proficient with unfamiliar computer technologies and apps.

### Accessibility

Any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact SASS (Student Access and Accommodation Services).

**Location:** 350 Fell Hall

**Website:** <http://studentaccess.illinoisstate.edu>

**Phone:** (309) 438-5853

**TTY:** (309) 438-8620

**Email:** [ableisu@ilstu.edu](mailto:ableisu@ilstu.edu)