



Distance Studies

Department of English and Writing Studies

WRITING 2215F/650

ENCODING PERSUASION: RHETORICAL THEORY

Fall Term, 2019

INSTRUCTOR: Brock Eayrs
Room 2430, University College
beayrs@uwo.ca; 661 2111x85807
Office hours: Any time in virtual reality (response within 36
Hours); in-office by appointment.

REQUIRED MATERIALS:

Textbook: Hauser, Gerald A. *Introduction to Rhetorical Theory*. 2nd ed.
Waveland Press, 2002.

Access to course Sakai site.

COURSE DESCRIPTION AND OBJECTIVES:

Rhetoric () includes both the study and the practice of human communication. In this course, we will focus on written communication. We will study the ways in which people communicate in order to consider theories of rhetorical activity, and we will write texts informed by those theories.

Hauser's

at
least one of which must be a reply/response to another student and at least one of which must be a
'new' post.

Note that 'attendance' as defined in this section is mandatory in this course. Failure to meet the minimum posting requirements as defined above for any week where there is Discussion will result in your earned final grade in this course being reduced by 3%. That penalty is cumulative to a maximum of five weeks. Failure to meet the minimum posting requirements for five or more weeks where there is Discussion will result in your earned final grade being reduced by 15%.

Late Work

Test

Essay 1

Essay 2 Proposal

Essay 2

Medical Accommodation Policy:

must communicate with their instructors no later than 24

hours

**Exception
grounds**

on non-medical

worth less than 10% of a final grade

Special Requests (Special Examinations, Incomplete Standing, Aegrotat Standing):

SCHEDULE

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| Week One (5 to 13 Sept) | Hauser, Ch. 1 ‘The Eventfulness of Rhetoric’ <i>(Introduction to the course; definitions of ‘rhetoric’)</i> |
| Week Two (16 to 20 Sept) | Hauser, Ch. 1 |
| Week Three (23 Sept to 27 Sept) | Hauser, Ch. 2 ‘Rhetorical Thinking’ |
| Week Four (30 Sept to 4 Oct) | Hauser, Ch. 3 ‘Rhetorical Opportunities’ Hauser, Ch. 4 ‘Making Commitments through Rhetoric’ <i>Test #1 (10%): See ‘Assignments: Test 1’ (coverage: lecture notes and Hauser Chapters 1 and 2)</i> <i>Link will open at 9:00 a.m. Monday 30 September and close 11:55 p.m. Wednesday 2 October.</i> |
| Week Five (7 to 11 Oct) | Hauser, Ch. 5 ‘Public Judgment’ <i>Essay 1 (15%) due by Friday 11th October @ 11:55 p.m</i> |
| Week Six (15 to 18 Oct) | Hauser, Ch. 6 ‘Finding Ideas’ (<i>inventio</i>) |
| Week Seven (21 to 25 Oct) | Hauser, Ch. 7 ‘Using Good Reasons to Persuade’ (<i>logos</i>) <i>Test #2 (15%): See ‘Assignments: Test 2’ (coverage: lecture notes and Hauser Chapters 3, 4, and 5)</i> <i>Link will open at 9:00 a.m. Monday 21 October and close 11:55 p.m. Wednesday 23 October.</i> |
| Week Eight (28 Oct to 1 Nov) | Hauser, Ch. 14 ‘Strategic Forms of Argument Structures’ (<i>logos</i>) <i>Essay 2 Proposal (10%) due by Friday 1 November @ 5 p.m.</i> |
| Fall Reading Week: 5 p.m. Friday 1 November to Midnight Sunday 10 November | |
| Week Nine (11 to 15 Nov) | Hauser, Ch. 8 ‘Persuasiveness of Character’ (<i>ethos</i>) Hauser, Ch. 9 ‘The P |

**Week Eleven
(25 to 29 Nov)**

Hauser, Ch. 11 'Acting with Language'

**Week Twelve
(2 Dec to 5 Dec)**

Hauser, Ch. 12 'Experiencing Meaning in Rhetoric'