

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. 2^{nd} 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

first week, and by posting (by participating in a given week's set discussion topic) in subsequent weeks where there is a Discussion topic as indicated on this syllabus. This means at least three separate posts during each of those weeks (a week is defined for this purpose as running from Monday to Sunday), at least one of which must be a reply/response to another student and at least one of which must be a 'new' post. Extended absences, defined as a failure to post into the Sakai classroom for more than five consecutive days, must be coordinated with the instructor.

Postings on the Discussion Board must have the following characteristics:

Must contribute something meaningful to the Board; Must support your opinion with sufficient reasons or evidence; Must display good grammar and organization.

Postings should not:

Contain disrespectful, insulting, or offensive language;
Be excessively long or excessively short;
Be unrelated to the week's topic;
Say things that do not contribute anything, e.g. "I agree with you" or "nice comment".

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:

All Tests and assignments must be completed by and submitted on the due dates shown in the course Schedule.

A late or missed **Test** cannot be submitted late or made up without a formal request for academic accommodation issued by an academic counsellor in your Dean's office.

Informal extensions for Essay 1 and the Essay 2 Proposal are possible, but must be requested, in writing on our site's Sakai mail (NOT Western email), at least two days prior to the due date. Assignments submitted late without an extension will, if accepted, receive a grade no higher than 65%. An extension for Essay 2 is not possible without a formal request for academic accommodation issued by an academic counsellor in your Dean's office.

Medical Accommodation Policy:

Western has a comprehensive policy covering requests for accommodation by students who are not

Students seeking academic consideration must communicate with their instructors no later than 24 hours after the end of the period covered by either:

- i. A Self-Reported Absence, or
- ii. Academic consideration supported by the Academic Counselling Office.

Exception: in Writing Studies courses, a student seeking academic accommodation on non-medical grounds for any missed in-class tests/exams, class attendance/participation components, or late or missed assignments worth less than 10% of a final grade may first consult directly with her or his instructor, who will – in his or her discretion – elect either to make a decision on the request directly or instruct the student to follow the procedures set out in

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

Please refer to the "Information for AII Students in a Writing Course" for more detailed information. Briefly, remember that your instructor does not have the discretion to initiate, consider, or grant (or not) such requests; you must go directly to the Dean's office of your home faculty.

SCHEDULE

Week One Hauser, Ch. 1 'The Eventfulness of Rhetoric' (5 to 13 Sept) (Introduction to the course; definitions of 'rhetoric')

Week Two Hauser, Ch. 1

(16 to 20 Sept)

Week Three Hauser, Ch. 2 'Rhetorical Thinking' (23 Sept to 27 Sept)

Week Four Hauser, Ch. 3 'Rhetorical Opportunities'

(30 Sept to 4 Oct) Hauser, Ch. 4 'Making Commitments through Rhetoric'

<u>Test #1</u> (10%): See 'Assignments: Test 1' (coverage: lecture notes and

Hauser Chapters 1 and 2)

Link will open at 9:00 a.m. Monday 30 September and close 11:55

p.m. Wednesday 2 October.

Week Five Hauser, Ch. 5 'Public Judgment'

(7 to 11 Oct)

Essay 1 (15%) due by Friday 11th October @ 11:55 p.m

Week Six Hauser, Ch. 6 'Finding Ideas' (inventio)

(15 to 18 Oct)

Week Seven Hauser, Ch. 7 'Using Good Reasons to Persuade' (logos)

(21 to 25 Oct)

Test #2 (15%): See 'Assignments: Test 2' (coverage: lecture notes and

Hauser Chapters 3, 4, and 5)

Link will open at 9:00 a.m. Monday 21 October and close 11:55 p.m.

Wednesday 23 October.

Week Eight Hauser, Ch. 14 'Strategic Forms of Argument Structures' (logos)

(28 Oct to 1 Nov)

Essay 2 Proposal (10%) due by Friday 1 November @ 5 p.m.

Fall Reading Week:

5 p.m. Friday 1 November to Midnight Sunday 10 November

Week Nine Hauser, Ch. 8 'Persuasiveness of Character' (ethos)

(11 to 15 Nov) Hauser, Ch. 9 'The P

Week Eleven (25 to 29 Nov)

Hauser, Ch. 11 'Acting with Language'

Week Twelve Hauser, Ch. 12 'Experiencing Meaning in Rhetoric' (2 Dec to 5 Dec)