Instructor: Dr. Tasha N. Dubriwny
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Office Hours: Tuesday 11:15-12:15, Wednesday 9-12, and by appointment
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Course Description: Historical and critical evaluation of rhetorical theory from the classical era to the contemporary period from Aristotle to Kenneth Burke. Major theories of communication and persuasion developed in Europe and America.

Course Perspective: Communication, like political science or sociology, has both a social-scientific and a humanities tradition. COMM 305 introduces students to the main traditions of social-scientific research in the field, while COMM 301 introduces the humanities tradition. In the humanities, we are interested in the historical roots of human action, ethical aspects of our social practices, and the careful reading of texts. The humanities tradition in Communication is called “rhetorical studies,” and is, along with philosophy, the very oldest of modes of academic inquiry in Western culture. In this course, we will discuss the development of rhetorical theory and practice with an emphasis on ancient Greece and Rome. Starting in the second half of the semester, we will turn our focus to contemporary rhetorical theory and the intersection of rhetoric and politics, using as case studies of rhetorical practice texts from recent presidential elections.

Learning Outcomes: The successful student will:
- Explain the origins of rhetorical theory and practice.
- Analyze critically the changes in rhetorical theory and practice through the centuries.
- Identify major trends and ideas in rhetorical theory.
- Compare and contrast different theories of rhetoric.
- Cite rhetorical theory in the analysis of political texts.

Required Text:
**All other readings will be available through e-reserve at the library or available online (web addresses provided).

Course Assignments:
Exams: There are three exams, each worth 100 points. The exams will be multiple choice and true/false questions. You will need the large gray scantron for each of the exams. The first two exams are noncumulative. The final exam will focus largely on new material (material we have covered after exam 2), but will also include a few questions regarding material from earlier in the semester. FYI:
- I consider “fair game” for the exams any material from my lectures and the readings.
- I will hand out in class or post on Blackboard a review sheet for each exam.
- I will need a documented reason (see http://student-rules.tamu.edu/rule07) if you miss an exam. If you miss an exam due to an unexcused absence, you will receive a zero on the exam.

Test Dates:
- Thursday, 2/14
- Tuesday, 4/2
- Wednesday, 5/8
Attendance: I do not keep attendance in this course; however, I urge you to attend regularly. My lectures will include information not found in the readings.

Grades: You begin this course with 0 points. You have the opportunity to earn 300 total points. See the following breakdown for your final grade.

- 270–300 = A
- 180–209 = D
- 240–269 = B
- 179 and below = F
- 210–239 = C

I am happy to discuss your performance in this course at any time. However, please respect my integrity/principles as a teacher (and the hard work of your fellow students who earned their grades) by NOT asking me to "bump up your grade."

Additional Course Policies:
Technology:
Students will be expected to access this course on Blackboard (at clearning.tamu.edu). Announcements and will be posted on the Blackboard website. If you are having problems, contact ITS at 845-8300.

Academic Honesty:
According to the Aggie Honor Code, "An Aggie does not lie, cheat or steal, or tolerate those who do." Academic dishonesty involves acts other than plagiarism. For more information, please consult the Aggie Honor System Office website (aggiehonors.tamu.edu) or the latest version of the Texas A&M University Student Rules, under the section "Scholastic Dishonesty." All violations of the Aggie Honor Code will be reported. If you cheat on a test in this course, you will receive a zero for the course.

Students with Disabilities:
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring accommodation, please contact Disability Services, in Cain Hall, Room B118, or call 845-1637. For additional information visit [http://disability.tamu.edu](http://disability.tamu.edu).

Miscellaneous:
Readings are to be done in full before the class meeting.

Cell phones should be turned off. Not on low or vibrate or music, but OFF. If your cell phone rings during class, I will ask you to leave.

I expect you to respect your classmates, yourself, the learning process, and me. In a large lecture class such as COMM 301, this means that I expect all of us to be engaged in learning, not talking with each other or texting. If I perceive that your behavior in class is disruptive to your peers, I will excuse you for the day. Please do not leave class early without contacting me and offering an explanation.
Course Schedule
Readings below should be read before coming to class.
For the readings in the Williams textbook, you are only responsible for reading the pages listed below. Readings marked “ER” are on e-reserve at the library.  Library.tamu.edu

Tues 1/15: Introduction to Course (review of syllabus)

Unit 1: Classical Greek Rhetoric
Thurs 1/17: Overview of Greek Civilization
  · Williams, Chapter 1 (pp. 9-36)

Tues 1/22: The Sophists
  · Williams, Chapter 3, Protagoras & Gorgias (pp. 51-67)
Thurs 1/24: Plato & the Sophists
  · Williams, Chapter 4, Introduction to Plato and Gorgias (pp. 109-114, 142-189)

Tues 1/29: Plato, Philosophy & Rhetoric
  · Williams, Chapter 4, The Phaedrus (pp. 190-221)
Thurs 1/31: Aristotle
  · Williams, Chapter 5 (pp. 222-270)

Tues 2/5: Aristotle, continued
  · Williams, Chapter 5 (pp. 222-270)
  · Case Study, read Sen. Edward Kennedy’s Chappaquiddick apologia at:
    http://www.americanrhetoric.com/speeches/edwardkennedychappaquiddick.htm
Thurs 2/7: Test Review

Tues 2/12: Guest Lecture
  · Reading TBA
Thurs 2/14: TEST 1

Unit 2: Roman Rhetoric
Tues 2/19: Introduction to Roman rhetoric
  · Williams, Chapter 6 (pp. 273-315)
Thurs 2/21: Cicero
  · Williams, Chapter 7 (pp. 316-375)

Tues 2/26: Cicero, continued
  · Williams, Chapter 7 (pp. 316-375)
  · MLK Jr’s Roman eloquence: read “Letter from Birmingham Jail” at
    http://www.stanford.edu/group/King/frequentdocs/birmingham.pdf

Thurs 2/28: Quintilian
  · Williams, Chapter 9 (pp. 392-415)
Tues 3/3: America’s Ciceronian founding
  · Declaration of Independence, available at
    http://www.archives.gov/exhibits/charters/declaration_transcript.html
Unit 3: Contemporary Rhetorical Theory and Action: Part 1: Presidential Rhetoric
Thurs 3/7: The Rhetorical Presidency
• Stuckey and Anczak, “The Rhetorical Presidency” (ER)
• FDR, “Pearl Harbor Address”
  http://www.americanrhetoric.com/speeches/fdrpearlharbor.htm
• Richard M. Nixon, “The Great Silent Majority”
  http://www.americanrhetoric.com/speeches/richardnimongreatsilentmajority.html

Tues 3/12-Thurs 3/14: SPRING BREAK

Tues 3/19: Rethinking the Rhetorical Presidency
• Stuckey, “Rethinking” (ER)
• Barack Obama, “Victory Speech”
Thurs 3/21: Rhetorical Situation
• Bitzer, “The Rhetorical Situation” (ER)
• Vatz, “The Myth of the Rhetorical Situation” (ER)

Tues 3/26: Rhetorical Situation Case Study
• George W. Bush, September 11 Speech #1 (video)
  http://www.youtube.com/watch?v=H9xu32_tI8Q
• George W. Bush, September 11 Speech #2 (video)
  http://www.youtube.com/watch?v=3uefmqCZbW4
• George W. Bush, September 11 Speech #3
• George W. Bush, September 20 Speech
Thurs 3/28: TEST REVIEW

Tues 4/2: TEST 2

Unit 3: Contemporary Rhetorical Theory and Action: Part 2: Audience and Ideology
Thurs 4/4: Audience Matters
• Black, “The Second Persona” (ER)

Tues 4/9: Audience Matters
• McGee, “In Search of ‘The People’: A Rhetorical Alternative” (ER)
• Wander, “The Third Persona” (ER)
Thurs 4/11: Audience Matters
• Angelina Grimké Weld, Speech at Pennsylvania Hall, 1838
  http://www.pbs.org/wgbh/aia/part4/4h2939t.html
• Lyndon B. Johnson, “We Shall Overcome,” 1965
  http://www.historyplace.com/speeches/johnson.htm

Tues 4/16: Feminine Style
• Dow & Tonn, “Feminine Style and Political Judgment” (ER)
• Bill Clinton's 1992 convention film at http://www.youtube.com/watch?v=X_u5R9ZQofE
• Barack Obama 2008 convention video at http://www.youtube.com/watch?v=_oZn1G_wRJw
• Mitt Romney 2012 convention video at http://www.youtube.com/watch?v=ruSi4K5KCq8
Thurs 4/18: Ideographs
- McGee, “The Ideograph: A Link Between Rhetoric and Ideology” (ER)

Tues 4/23: Ideographs
- Laura Bush, Radio Address, November 17, 2001
- Hillary Clinton, Remarks to the U.N.
  http://www.americanrhetoric.com/speeches/hillaryclintonbeijingspeech.htm
Thurs 4/25: TEST REVIEW

Final Exam: Wednesday, May 8th, 8:00 AM