

IAH 209: Art, the Visual, & Culture

Course Theme: Morality, Rhetoric, and the Visual

Thursday: 5:00 P.M. - 6:50 P.M.
313 Ernst Bessey Hall
Michigan State University
Fall 2013

Instructor: Dr. Christie L. Daniels
Office: 251 Bessey Hall
Office Hours: MT 4:30-6:30 P.M. and additionally by appointment.
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Course Description:

This course examines the ways in which language and rhetoric structure American society. Specifically, this course deals with the themes of morality and power and how those concepts express themselves visually in American cultural artifacts. Additionally the course explores alternative conceptions of power and morals.

Course Goals:

By the end of the course, students will demonstrate a critical understanding of the rhetorical construction of morality in American cultural artifacts as well as enhance their proficiencies in effective writing practices. Specifically:

1. Students will acquire a knowledge of a variety of significant rhetorical texts and theories.
2. Students will analyze and critique textual and multimodal artifacts from a rhetorical perspective.
3. Students will apply the arguments contained in theoretical rhetorical texts in the course to a variety of artifacts in order to understand how cultural mores are transmitted and reinforced through cultural objects.
4. Students will develop an understanding of visual rhetoric and be able to recognize and explain the rhetorical practices and strategies employed in a given work.
5. Students, through the examination of various objects, will be able to analyze the creator's purposes and the artifacts' effect upon American society in general.
6. Students will develop arguments for a variety of purposes and reinforce these arguments with sound reasoning and logical, relevant evidence.
7. Students will develop writing proficiencies in a variety of media and for a variety of purposes through writing practices such as drafting, revising, editing, and arrangement.

Goals of Integrative Studies in Arts and Humanities:

Integrative Studies at MSU seeks to assist students to become more familiar with ways of knowing in the arts and humanities and to be more knowledgeable and capable in a range of intellectual and expressive abilities. IAH courses encourage students to engage critically with their own society, history, and culture(s); they also encourage students to learn more about the history and culture of other societies. They focus on key ideas and issues in human experience; encourage appreciation of the roles of knowledge and values in shaping and understanding

human behavior; emphasize the responsibilities and opportunities of democratic citizenship; highlight the value of the creative arts of literature, theater, music, and arts; and alert us to important issues that occur among peoples in an increasingly interconnected, interdependent world.

Required Texts:

Allen, Paula Gunn. *The Sacred Hoop*

Machiavelli, Nicollo. *The Prince*.

Moore, Alan and Dave Gibbons. *Watchmen*. New York: DC Comics, 1995.

Nietzsche, Frederic. *Beyond Good and Evil*. New York, Penguin Classics, 2003.

Plato. *Phaedrus*. trans. Alexander Nehamas and Paul Woodruff. Hackett,

Silko, Leslie Marmon. *Ceremony*. New York: Penguin, 2006.

Required Films:

Lady in the Water

Spiderman 3

Watchmen

X3

Late Assignments:

Late assignments will be lowered one full letter grade for each day past the due date (the first reduction occurs at the start of the class in which the assignment is due).

Academic Honesty:

Michigan State University has adopted the following statement about academic policy:

GENERAL STUDENT REGULATIONS

1.00 PROTECTION OF SCHOLARSHIP AND GRADES

The principles of truth and honesty are fundamental to the educational process and the academic integrity of the University; therefore, no student shall:

1.01 claim or submit the academic work of another as one's own.

1.02 procure, provide, accept or use any materials containing questions or answers to any examination or assignment without proper authorization.

1.03 complete or attempt to complete any assignment or examination for another individual without proper authorization.

1.04 allow any examination or assignment to be completed for oneself, in part or in total, by another without proper authorization.

1.05 alter, tamper with, appropriate, destroy or otherwise interfere with the research, resources, or other academic work of another person.

1.06 fabricate or falsify data or results.

Procedures for responding to cases of academic honesty and possible repercussions are outlined in Spartan Life: Student Handbook and Resource Guide. They can also be found on the web at: <http://www.msu.edu/unit/ombud/honestylinks.html>. Note: the new procedures require that instances of academic dishonesty be reported through the registrar's office and forwarded to the Dean of the College in which the student's major resides.

University Resources for Writers:

The Writing Center, the Library, The Learning Resource Center, and the English Language Center all offer support services for writing students. You should consult these centers' web sites for information about their specific resources.

Accommodations for Students with Disabilities:

Michigan State University is committed to providing equal opportunity for participation in all programs, services and activities. Requests for accommodations by persons with disabilities may be made by contacting the Resource Center for Persons with Disabilities at 517-884-RCPD or on the web at rcpd.msu.edu. Once your eligibility for an accommodation has been determined, you will be issued a verified individual services accommodation ("RISA") form. Please present this form to me at the start of the term and/or two weeks prior to the accommodation date (test, project, etc.). Requests received after this date will be honored whenever possible.

Major Assignments:

Film Response Papers (4) 20%

For each film, you will write a paper of 1200-1500 words integrating your analysis of the course readings with your analysis of the film. These papers should be doubled-spaced with 1-inch margins and be formatted correctly according to MLA or APA specifications. Furthermore each paper should have a clear purpose and contain coherent and developed arguments that support that purpose.

Midterm Examination 10%

The Midterm Examination will cover the first half of the course readings. It will be consist of several multiple choice and short answer questions as well as a choice of one essay question.

Brainstorming Worksheets 10%

Frequently in the course you will be expected to complete and submit assigned worksheets which require you to brainstorm for your film response papers . These are meant to direct you to important concepts in the films and allow you to begin relating what you have read to the films we see in class. Additionally, they are an opportunity to get feedback before you finish writing your response papers.

Group Presentation 10%

In small groups, you will be required to present one major reading to the rest of the class. NB: This is not merely compiling quotations from the text but also providing analysis and interpretation of the work.

Individual Presentation 10%

Similar to the group presentation, individually you will be responsible for delivering a presentation on one of the shorter readings in the course. Like the group

presentations, you will need to provide analysis and interpretation of the text in addition to any quotations.

Multimodal Final Project

20%

For the final project in the course, you will select a film of your own choosing and create a website (or other multimedia resource) using outside research as well as course readings. You will be evaluated both on the richness of the content and the execution of the multimedia elements of the project.

Final Examination

20%

The Final Examination will be a cumulative exam that will cover all materials in the course. It will consist of a variety of multiple choice and short answer questions as well as a choice of one essay question.

Grading Scale:

92% - 100%	= 4.0
87.5% - 91.9%	= 3.5
80% - 87.4%	= 3.0
75% - 79.9%	= 2.5
70% - 74.9%	= 2.0
65% - 69.9%	= 1.5
60% - 64.9%	= 1.0
59.9% and below	= 0.0

Course Schedule

WEEK	DATE	PROJECT/ACTIVITY
1	8/29	Intro to course; Introduce Film Response Paper 1
2	9/5	Reading assignment due: "The Definition of Human" – Burke; "Introduction" and "Where Do We Start" - Hart; "Myth Today" – Barthes. Movie: Spiderman 3
3	9/12	Reading assignment: <i>Phaedrus</i> - Plato
4	9/19	Reading assignment due: "Light as a Metaphor for Truth" – Blumenberg; "The Aristotelian Concept of the Tragic Hero" – Reeves; "Beowulf to Batman" – Rollin;
5	9/26	Reading Assignment due: "Rhetoric of the Image" – Barthes; "Toward a Theory of Visual Argument" – Birdsell and Groarke; "The Rhetoric of Visual Arguments" – Blair;
6	10/3	Reading Assignment due: "Ideology and Ideological State Apparatuses" – Althusser; "Marxism and the Philosophy of Language" – Bakhtin Introduce Film Response Paper 2 Film Response Paper 1 due Movie: X3
7	10/10	Reading Assignment due: <i>The Prince</i> - Machiavelli
8	10/17	Midterm Examination
9	10/24	Introduce Film Response Paper 3 Reading Assignment: <i>Language and Symbolic Power</i> – Bourdieu; <i>Discipline and Punish</i> - Foucault Movie: Watchmen Film Response Paper 2 due
10	10/31	Reading Assignment due: <i>Watchmen</i> – Moore and Gibbons
11	11/7	Reading Assignment: <i>Beyond Good and Evil</i> - Nietzsche
12	11/14	Introduce Film Response Paper 4 Reading assignment due: <i>Ceremony</i> - Silko Movie: Lady in the Water Film Response Paper 3 due

13	11/21	Reading Assignment: <i>The Sacred Hoop</i> – Allen
14	11/28	NO CLASS - THANKSGIVING!!!
15	12/5	Final Exam Review Film Response Paper 4 due
FINALS WEEK		The Multimodal Final Project is due at the day and time of the Final Exam.

The Final Examination for this class is **Monday, December 9th** from 5:45 to 7:45 P.M.