



ENGE/ENGM512Z — Rhetorical Theory II: Contemporary Rhetoric

Semester: Fall 2022, Module 2

Dates: August 22nd – October 14th

Credit Hours: 3

Location: Online

University Mission Statement

As a Catholic university rooted in the liberal arts, we are a welcoming community of learners challenged by Franciscan values and charism, engaged in a continuous pursuit of knowledge, faith, wisdom, and justice, and ever mindful of a tradition that emphasizes reverence for creation, compassion and peacemaking. We strive for academic excellence in all programs, preparing women and men to contribute to the world through service and leadership.

College of Education Mission

The mission of the College of Education is to prepare competent and caring educators who understand students, serve the community and develop professionally to become ethical decision-makers and leaders.

Contact Information

Faculty: Dr. Kevin Andrew Spicer

Office Hours: Virtual by appointment

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Required Texts

All required texts are accessible through Canvas.

Patricia Bizzell, et. al. *The Rhetorical Tradition: Readings from Classical Times to the Present*. 3rd Edition. New York: Macmillan, 2020 (hereafter *TRT*).

All other reading materials will be made available on Canvas.

Access to the Internet, Canvas, and Microsoft Word are also required.

Course Description

ENGM 511: Rhetorical Theory II: Contemporary Rhetoric provides students with an overview of the major theoretical foundations for the study of contemporary rhetorical theory and the thinking. Much contemporary rhetorical work begins with Nietzsche in the 19th century and runs through a full gamut of schools and thinkers in the twentieth century related to the heavily discussed “linguistic turn.” This course will focus quite closely on just a few of the major theoretical contributors (Heidegger, Burke, Austin, Foucault, Derrida) while also canvassing a number of different adjacent fields of study, and schools of theory (postmodernism, structuralism/poststructuralism, deconstruction).

Course Outcomes (Compliance Standards can be found at www.stfrancis.edu/real/syllabus)

By the conclusion of the course, each participant will be able to do the following:

OUTCOME	PRACTICE	EVALUATION
Connect and relate contemporary rhetorical theory both to the many different kinds of schools and rhetorics that were created and developed in the twentieth century and also to classical rhetorics of the past.	Weekly Discussion Board Posts & Responses	Final Project
Develop connections and relations between the many ways in which rhetoric has often been theorized in the twentieth century—display an understanding how rhetoric can be thought of in terms of epistemology, ontology, philosophy, and also ethics.	Weekly Discussion Board Posts & Responses	Final Project
Invent new ways to incorporate the knowledge garnered here into the writing/composition classroom.	Weekly Discussion Board Posts & Responses	Final Project

Resources and Academic Policies

Resources and academic policies for candidates as listed below can be found [HERE](#)

<https://myusf.stfrancis.edu/portal/secure/content/8F295CCBB83C48C882D94A15B887B320>

The PDF documents may also be printed from this location for easy reference.

- Method of Instruction and Expectations of Candidates
- Academic Policies for Candidates
- Compliance Standards
- Resources and Assistance for Candidates

Institutional Policies

A complete listing of university policies and procedures can be found in the University of St. Francis Course Catalog. For the most current version of the catalog, please visit <http://stfrancis.edu/academics/university-catalog>

Course Assignments and Alignment of Outcomes

See the Course Objectives section above for assignments and their alignment with course outcomes.

Weekly Discussion Board Posts and Responses: Reflections about the course readings will help you engage with classmates and prepare you for formal assignments.

Kenneth Burke Pentad Practice Assignment: Compose a rhetorical analysis of an artifact of your choice while using Kenneth Burke’s infamous “Pentad.” (50 points)

Final Project: Compose a final project that engages with Bruce McComiskey’s recent book, *Post-Truth Rhetoric and Composition*, and creatively reads it in conversation with what one has learned about contemporary rhetorical theory. The parameters of the project—medium, style, delivery, etc.—should be in line with the project’s purpose and function. (100 pts total)

Final Project: This assignment has two parts: a model assignment or activity and a theoretical rationale. The rationale asks you to engage with composition studies and apply theory to a practical tool for teaching writing.

Course Evaluation and Weighting of Assignments

The following point values will be used and equated to a final grade. Scoring rubrics for discussions, assignments, and the final project will be provided in the Course Resources Module.

ASSIGNMENTS	POSSIBLE POINTS
Discussion Board Posts (6 at 10 points each)	60
Kenneth Burke Pentad Practice Assignment (50 pts)	50
Final Project (100 pts)	100
TOTAL	210

GRADING SCALE POINTS AND PERCENTAGES	GRADE
100 - 93% (360-335)	A
92 - 85% (334-306)	B
84 - 77% (305-278)	C
76 – 0% (277-0)	F

Nota Bene: Every assignment will have specific guidelines that outline the purpose and requirements of the assignment and the criteria used to assess your work. You can access all assignment information via Canvas. I encourage you to contact me with any questions, or to discuss your ideas. Although the assignments are designed to be challenging, you do not need to feel confused about what you are being asked to do. If you are, please make an appointment to meet virtually with me. You're especially encouraged to meet with me while working on the final project.

Course Schedule

<i>Start Date</i>	<i>End Date</i>	<i>Course Content/Topic</i>	<i>Required Reading/Activities and Tasks to Complete</i>	<i>Assignment Due Dates</i>
MODULE ONE: Laying the Groundwork for the Seminar—Starting with Nietzsche and Heidegger				
8/22	8/28	The Roots of Contemporary Rhetorical Theory in Nietzsche—and Heidegger	<ul style="list-style-type: none"> Week 0 Discussion Board: Introducing Ourselves Read “Contemporary Rhetoric: Introduction” (in <i>The Rhetorical Tradition: Readings from Classical Times to the Present</i>, eds. Bizzell, Herzberg, Reames, pp. 1162-1186, hereafter <i>TRT</i>) Read Friedrich Nietzsche, “On Truth and Lies in a Nonmoral Sense” (<i>TRT</i>) Read Martin Heidegger, <i>The Way to Language</i> (in <i>TRT</i>) Read Richard Weaver, “Language is Sermonic”—in <i>TRT</i> 	8/25

			<ul style="list-style-type: none"> Week 1 Discussion Board Post 	8/29
MODULE TWO: The Philosophy of Rhetoric = The Philosophy of Language/Reading/Writing/Speaking				
8/29	9/4		<ul style="list-style-type: none"> Read I.A. Richards, from The Philosophy of Rhetoric, "Lecture 1: Introductory" (on Canvas) Read I. A. Richards, from The Philosophy of Rhetoric—in TRT Read Mikhail Bakhtin, from The Problem of Speech Genres—in TRT Week 2 Discussion Board Post 	9/5
MODULE THREE: KB Week				
9/5	9/11		<ul style="list-style-type: none"> Read all the selections from Kenneth Burke—in TRT Rhetorical Analysis Project using Burke's "pentad" 	9/12
MODULE FOUR: The "New Rhetoric," Rhetoric and Argumentation				
9/12	9/18		<ul style="list-style-type: none"> Read Chaim Perelman and Lucie Olbrechts-Tyteca, from <i>The New Rhetoric</i>—in TRT Read Stephen Toulmin, from <i>The Uses of Argument</i>—in TRT Read Wayne C. Booth, from <i>Modern Dogma and the Rhetoric of Assent</i>—in TRT Week 4 Discussion Board Post 	9/19
MODULE FIVE: Postmodernist/Poststructuralist Rhetorics: Austin, Foucault, Derrida				
9/19	9/25		<ul style="list-style-type: none"> Read J. L. Austin, selection from <i>How to Do Things with Words</i>—in TRT Read all the selections from Michel Foucault—in TRT Read Jacques Derrida, "Signature Event Read Context"—in Canvas Read Jacques Derrida, from <i>Dissemination</i>—in TRT Week 5 Discussion Board Post 	9/26
MODULE SIX: Metaphor (<i>redux</i>), Writing, Speaking, Consciousness				
9/26	10/2	Rhetorics of Space, Place, Affects, and the Ambient	<ul style="list-style-type: none"> Read George Lakoff and Mark Johnson, from <i>Metaphors We Live By</i>—in TRT Read Walter J. Ong, "Writing is a Technology that Restructures Thought"—on Canvas Week 6 Discussion Board Post 	10/3
MODULE SEVEN: Truth?—No, Post-Truth ... Who Wants the Truth Anyways?				

10/3	10/9	Dealing with a “Post-Truth” World	<ul style="list-style-type: none"> • Read Bruce McComiskey’s <i>Post-Truth Rhetoric and Composition</i>—on Canvas • Read the articles in the “Post-Truth” Special Issue of <i>Philosophy & Rhetoric</i> Volume 51, Number 4 (2018)—on Canvas • Week 7 Discussion Board Post 	10/10
MODULE EIGHT: Wrapping It All Up				
10/10	10/14	Wrapping Things Up and Final Project Workshop Week	<ul style="list-style-type: none"> • Submit Final Project 	10/15