400 RHETORICAL THEORY

Spring, 2016-2017
Monday/Wednesday 1:30 – 2:45
205 Teachers College Hall

Instructor: Dr. Ronald Lee
437 Oldfather Hall
Department of Communication Studies
402-472-2070 Department Office
402-540-0260 (cell)
rallee1@unl.edu

Department website: http://comm.unl.edu

Course website: https://canvas.unl.edu (Canvas)

Office hours: MW 10:30 – 11:30 or by appointment

Department Mission Statement

The mission of the faculty and students of the Department of Communication Studies is to examine human symbolic activity as it shapes and is shaped by relationships, institutions, technology, and culture. This work concerns the creation, analysis, and critique of messages ranging from face-to-face to digital media contexts.

Communication Studies helps students succeed in an increasingly pluralistic, global, and mediated culture. Students are immersed in mastering the intellectual capacities of public advocacy, analysis of argument, communicating across difference, negotiation and conflict management, family interaction, relational competencies, textual criticism, and empirical research. Students create and test ideas, explore how meaning is communicatively constructed across different contexts, and acquire knowledge and methods that apply to nearly every aspect of their personal, professional, and public lives.

Required Texts


Readings Available on Canvas


Webster, D. (1830, January 26-27). Second reply to Hayne. [Speech text].

Course Requirements

1. **Essay one** (20%, 100 pts.): This is a ten-page essay dealing with classical rhetorical theory. *Due: Monday, February 20.*

2. **Midterm examination** (20%, 100 points): This examination will consist of three or four essay questions covering material from the first half of the course. I will provide a list of possible items before the examination and from this list I will select the examination questions. *Monday, March 6.*

3. **Essay two** (20%, 100 points): This is a ten-page essay dealing with rhetorical theory and/or the history of American public discourse. *Due: Monday, April 24.*

4. **Group task and oral presentation** (10%, 50 points): The class will be broken into groups. Each group will be assigned a task related to specific course themes. The group will report to the class on the results of their work. These reports will occur throughout the semester.

5. **Final examination** (20%, 100 points): This examination will consist of three or four essay questions covering material from the second half of the course. I will provide a list of possible items before the examination and from this list I will select the examination questions. *1:00 – 3:00 pm, Tuesday, May 2.*

6. **Attendance/participation** (10%, 50 points): I will take attendance periodically. I expect you to read faithfully and come to class prepared to discuss the assigned material.
Course Policies

1. **Evaluation of student work:** A written evaluation will accompany the essays. My comments will focus on the quality of the writing, the soundness of the argument, and the thoroughness of the research. A specific set of standards will be handed out for each essay. If you disagree with my evaluation of your work, feel free to come and speak with me. Please do this within a day or two of the time you receive your evaluation. I am not defensive about my grading and you should feel no apprehension about discussing the evaluation of your work. On occasion I have been persuaded to change a grade.

2. **Completion of assignments:** All major assignments must be completed in order to pass the course. If a student fails to turn in an essay or misses the final examination, the student will receive an F for the final course grade regardless of the quality of other work.

3. **Late work and excused absences:** Extensions will be granted only where the student is able to document special circumstances and provide the instructor with prior notification. All other work will be penalized one letter grade for every 24 hours past the due date.

4. **Grading scale:** You may always check your grade by going to Blackboard, clicking “My Grades.” Your final grade is based on the following scale:

   A = 500-465 (93%)  
   A- = 464-450 (90%)  
   B+ = 449-435 (87%)  
   B = 434-415 (83%)  
   B- = 414-400 (80%)  
   C+ = 399-385 (77%)  
   C = 384-365 (73%)  
   C- = 364-350 (70%)  
   D+ = 349-335 (67%)  
   D = 334-315 (63%)  
   D- = 314-300 (60%)  
   F = 299 and below (↓60%)

5. **Passing grade:** You must receive at least a “C” for the course to count toward the major. By university rule, a “C-” is an insufficient grade to count toward completing the major. All major assignments must be completed in order to pass the course.

6. **Academic misconduct:** Violations of academic integrity are very serious matters and will result in automatic failure of the class, and referral to the proper university officials. The work a student submits in a class is expected to be the student’s own work and must be completed for that particular class and assignment. Academic dishonesty includes: handing in another’s work or part of another’s work as your own, turning in one of your old papers for a current class, turning in the same or similar past or current paper for two different classes, presenting a group project as your work solely, purchasing or otherwise obtaining research or papers written by another and turning that work in as your own. Using unauthorized notes or other study aids or otherwise obtaining another’s answers for an examination also represents a breach of academic integrity. Sanctions are applied whether the violation was intentional or not. You must keep all your original data for projects (i.e.
articles, questionnaires, interview audio tapes) and be prepared to present them to the professor when asked.

Plagiarism means intentionally or knowingly representing the words of ideas of another as one’s own. Plagiarism includes quoting or paraphrasing from other sources without acknowledging/citing the source of your information or presenting quoted material as your own words. You must be very clear about attribution of sources and you must know how to cite sources in a paper. Students who are unfamiliar with how to cite sources should purchase a style manual such as the *Publication Manual of the American Psychological Association*. Claiming lack of knowledge about standards for writing is not an acceptable excuse for committing plagiarism. Come to a faculty member for help if you are at all unsure about any of these issues or seek help at the UNL Writing Assistance Center (472-8803, Andrews Hall 129). No one wants to see you have these kinds of problems with your work, so please start assignments early and seek help when you need it.

7. **Accommodations**: Students with disabilities are encouraged to contact the instructor for a confidential discussion of their individual needs for academic accommodation. It is the policy of the University of Nebraska-Lincoln to provide flexible and individualized accommodation to students with documented disabilities that may affect their ability to fully participate in course activities or to meet course requirements. To receive accommodation services, students must be registered with the Services for Students with Disabilities (SSD) office, 132 Canfield Administration, 472-3787 voice or TTY.

**Due Dates**

1. **Group Presentations**:
   - Group 1: Inaugural Addresses, Monday, January 23, 2017
   - Group 2: Performing Plato, Wednesday, February 22, 2017
   - Group 3: Ethos, Image, and Source Credibility, Monday, February 27, 2017
   - Group 4: Comparing Isocrates to Public Speaking course, Wednesday, March 15, 2017
   - Group 5: Obama’s “A More Perfect Union,” Wednesday, April 19, 2017

2. **Essay 1**: Monday, February 20, 2017

3. **Midterm Examination**: Monday, March 6, 2017

4. **Essay 2**: Monday, April 24, 2017

5. **Final Examination**: Tuesday, May 2, 2017, 1:00 – 3:00 pm.
## Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Day</th>
<th>Description</th>
<th>Reading</th>
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<tbody>
<tr>
<td>1</td>
<td>M Jan 9</td>
<td>Introductions, requirements, organizing groups, expectations, and course rationale</td>
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<td></td>
<td>W Jan 11</td>
<td>What is rhetorical theory and how are we going to study it?</td>
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<td>2</td>
<td>M Jan 16</td>
<td>Martin Luther King Day. No class.</td>
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<td></td>
<td>W Jan 18</td>
<td>Thinking about Inaugural Addresses (a species of Aristotle’s epideictic genre)</td>
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<td>3</td>
<td>M Jan 23</td>
<td>Thinking about Donald Trump’s Inaugural Address</td>
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<td></td>
<td>W Jan 25</td>
<td>A thought experiment (I)</td>
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<td>4</td>
<td>M Jan 30</td>
<td>The nature of Greek society</td>
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<td></td>
<td>W Feb 1</td>
<td>The Sophists</td>
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<td>5</td>
<td>M Feb 6</td>
<td>Background on Plato</td>
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<td></td>
<td>W Feb 8</td>
<td><em>Gorgias I</em></td>
<td>Plato</td>
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<td>6</td>
<td>M Feb 13</td>
<td><em>Gorgias II</em></td>
<td>Plato</td>
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<td>W Feb 15</td>
<td><em>Gorgias III</em></td>
<td>Plato</td>
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<td>7</td>
<td>M Feb 20</td>
<td>Background on Aristotle</td>
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<td></td>
<td>W Feb 22</td>
<td><em>On Rhetoric I</em></td>
<td>Aristotle</td>
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<td><strong>Group 2: Performing Plato</strong></td>
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<td>8</td>
<td>M Feb 27</td>
<td><em>On Rhetoric II</em></td>
<td>Aristotle</td>
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<td><strong>Group 3: Ethos, Image, and Source Credibility</strong></td>
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### I. Introduction

- Week 1, Day 1: Introduction, requirements, organizing groups, expectations, and course rationale
- Week 1, Day 2: What is rhetorical theory and how are we going to study it?

### II. Ancient Greece and Rhetorical Theory: Plato and Aristotle

- Week 2, Day 1: Martin Luther King Day. No class.
- Week 2, Day 2: Thinking about Inaugural Addresses
- Week 3, Day 1: Thinking about Donald Trump’s Inaugural Address

**Group 1: Inaugural Addresses**

- Week 3, Day 2: A thought experiment (I)

### Group 2: Performing Plato

- Week 6, Day 1: *Gorgias I* (Plato)
- Week 6, Day 2: *Gorgias II* (Plato)
- Week 7, Day 1: *Gorgias III* (Plato)

### Group 3: Ethos, Image, and Source Credibility

- Week 8, Day 1: *On Rhetoric II* (Aristotle)
III. Midterm Examination

W Mar 1  Review for Midterm Examination

9  M Mar 6  Midterm Examination

IV. Ancient Greece and Rhetorical Theory: Isocrates

W Mar 8  Background on Isocrates

10  M Mar 13  Antidosis I  Isocrates

W Mar 15  Antidosis II  Isocrates

Group 4: Comparing Isocrates to a Public Speaking Course

11  Mar 20-22  Spring break

V. Ancient Rome and Rhetorical Theory: St. Augustine and the Rise of Christianity

12  M Mar 27  A thought experiment (II)

W Mar 29  Background on St. Augustine

13  M Apr 3  On Christian Doctrine, I  St. Augustine

W Apr 5  On Christian Doctrine, II  St. Augustine

VI. 17th Century England and Rhetorical Theory:
John Locke and the Birth of the Modern

14  M Apr 10  Background

W Apr 12  John Locke  Peters

VII. 19th Century America, Abraham Lincoln, and the Gettysburg Address

15  M Apr 17  Background  Nichols

W Apr 19  Lincoln at Gettysburg, I  Wills

Group 5: Obama’s “A More Perfect Union”

16  M Apr 24  Lincoln at Gettysburg, II  Wills

Essay 2 Due
VIII. Final Examination

W Ap 26 Review for Final Examination

17 Tuesday, May 2, 1:00 – 3:00 pm Final Examination