SPC 321 Rhetorical Criticism

Credit Hours: 3
In-Class Instructional Hours: 3 Labs: 0 Field Work: 0

Catalog Description:
Prerequisite. Junior or Senior Standing

Critical analysis of persuasive messages and strategies used by public persuaders; focus on social/political speeches, commercial advertising, music lyrics, and other forms of purposeful communication.

Reasons for Revision:
(Fall 2005) This course (formerly COM 321) was last revised in 1992. This new proposal is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

Note: As part of this overall revision, speech and criticism courses are being re-labeled as SPC rather than COM to distinguish between the humanistic base of the new SPC courses and the applied nature of the courses that will retain the COM prefix.

<table>
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<tr>
<th>Student Learning Outcomes:</th>
<th>Course Content References:</th>
<th>Assessment:</th>
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<tbody>
<tr>
<td>Upon completion of this course, the student will be able to:</td>
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<tr>
<td>1. Recognize and describe the essential components of a persuasive interaction</td>
<td>I, II</td>
<td>1. Exams, papers, presentations, class discussions</td>
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<tr>
<td>2. Analyze the persuasive strategies at work in rhetorical communication</td>
<td>I, II</td>
<td>2. Exams, papers, presentations, class discussions</td>
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<td>3. Evaluate rhetorical communication</td>
<td>I, II, IV, V</td>
<td>3. Exams, papers, presentations, class discussions</td>
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<td>4. Show results of being discerning and analytical listeners</td>
<td>I, IV, VL, VII</td>
<td>4. Exams, papers, presentations, class discussions</td>
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<td>5. Analyze ethical aspect of rhetorical communication</td>
<td>V, VIII, VIII</td>
<td>5. Exams, papers, presentations, class discussions</td>
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<td>6. Demonstrate an understanding of the development of rhetorical analytical styles</td>
<td>III</td>
<td>6. Exams, papers, presentations, class discussions</td>
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Course Content:
I. Nature of persuasion and rhetoric
II. Nature of criticism
   A. Description
   B. Analysis
   C. Evaluation
III. Historical development of rhetoric
   A. Classical
   B. Medieval
   C. Renaissance
   D. Non-Western
   E. Contemporary
IV. Rhetorical perspective and critical styles
   A. Aristotelian approach
   B. Rationalist/Neo-Aristotelian
   C. Ethical criticism
   D. Psychosocial criticism
   E. Dramatistic analysis
   F. Metaphoric analysis
   G. Social movement criticism
   H. Ideological analysis
   I. Feminist analysis
   J. Post-modern criticism
V. Rhetorical content
   A. Explicit meaning
   B. Values
   C. Audience perception of the source
   D. Language choices
VI. Rhetorical form
   A. Structure
   B. Message of the medium
VII. Rhetorical delivery
   A. Verbal
   B. Nonverbal
VIII. Setting criteria for evaluation
   A. Persuasive effect
   B. Social significance
   C. Ethics
   D. "Fitting response"
Resources:
Classic Scholarship in the Field.

Current Scholarship in the Field.


Periodicals:
Argumentation and Advocacy
Communication Monographs
Communication Quarterly
Communication Studies
Discourse: Berkeley Journal of theoretical Studies
Journal of Advertising Research
Journal of Applied Communication Research
Journal of Communication
Journal of Popular Culture
Journal of Public Relations Research
Language and Communication
Language and Speech
Quarterly Journal of Speech