UNIVERSITY COLLEGE of the FRASER VALLEY

PAC FORM #2 (Page 1)

COURSE IMPLEMENTATION DATE: September 2007
COURSE REVISED IMPLEMENTATION DATE:
COURSE TO BE REVIEWED: September 2004
(Four years after implementation date) (MONTH YEAR format)

OFFICIAL COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.
Shaded headings are subject to change at the discretion of the department and the material will vary - see course syllabus available from instructor

FACULTY/DEPARTMENT: **COMMUNICATIONS DEPARTMENT**

CMNS 385		**3**
COURSE NAME/NUMBER	FORMER COURSE NUMBER	UCFV CREDITS

Language and Action: A Survey of Contemporary Rhetoric
COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

Students will investigate major schools of contemporary rhetorical theory in an effort to understand the paradigms governing language use in contemporary social and linguistic environments. Rhetoric always includes study of the ways language serves as a call to action; in this course, the emphasis will be on the ways language acts – in itself, on the user, and on the discourse community.

This course is offered as both CMNS 385 and ENGL 385. Students may take only one of these for credit.

PREREQUISITES: **45 credits of university transfer courses including a first year Communications or English course.**
COREQUISITES:

SYNONYMOUS COURSE(S)
(a) Replaces: _____ *(Course #)*
(b) Cannot take: _____ *(Course #)* for further credit.

SERVICE COURSE TO: _____ *(Department/Program)* _____ *(Department/Program)*

TOTAL HOURS PER TERM: **45**
STRUCTURE OF HOURS:

Lectures:	**10**	Hrs
Seminar:	**20**	Hrs
Laboratory:		Hrs
Field Experience:		Hrs
Student Directed Learning:	**15**	Hrs
Other (Specify):		Hrs

TRAINING DAY-BASED INSTRUCTION
LENGTH OF COURSE:
HOURS PER DAY:

MAXIMUM ENROLLMENT: **35**
EXPECTED FREQUENCY OF COURSE OFFERINGS: **Every year, in the Winter Semester, with exceptions**

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)	☒ Yes	☐ No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)	☐ Yes	☐ No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:	☐ Yes	☒ No

AUTHORIZATION SIGNATURES:

Course Designer(s): Raymond Welsh
Chairperson: *(Curriculum Committee)*
Department Head: Wendy Burton
Dean: Dick Bate
PAC Approval in Principle Date:
PAC Final Approval Date: Feb. 2, 2007

LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

1. To distinguish among predominant contemporary rhetorical theories
2. To analyse selected writings by prominent rhetorical theorists of the twentieth century
3. To demonstrate an understanding of the premises central to various schools of rhetorical thought
4. To model rhetorical strategies and approaches consistent with prevalent contemporary theories
5. To apply various rhetorical approaches to the study of contemporary events and modes of communication
6. To demonstrate an awareness of rhetorical theory at play in technological innovation, modes of communication, contemporary events, and popular discourse
7. To demonstrate advanced persuasive writing and speaking techniques

METHODS:

Lecture, discussion, collaborative exercises, seminars

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Credit can be awarded for this course through PLAR (Please check :) ☒ Yes ☐ No

METHODS OF OBTAINING PLAR:

Methods being developed at this time. Please consult the department head.

TEXTBOOKS, REFERENCES, MATERIALS:

[Textbook selection varies by instructor. An example of texts for this course might be:]
A published anthology of rhetoric or a coursepack concentrating on Auerback, Austin, Bahktin, de Beauvoir, Benveniste, Bergson, Buber, Burke, Derrida, Deely, Dewey, Eco, Fish, Foucault, Freud, Frye, Gellrich, Innis, Kristeva, McLuhan, Yates

SUPPLIES / MATERIALS:

STUDENT EVALUATION:

[An example of student evaluation for this course might be:]
(The following is an example only. Each instructor may vary the length and complexity of sections of the course and weighting will vary subsequently. Consult the current course outline distributed at the first class for each course.)

Weekly response papers: 40%; one position paper: 10%; one seminar paper and presentation: 20%; one midterm: 10%; the final project: 20%

Department letter grade equivalents:
A+ = 94 - 100%; A = 89 – 93%; A- = 87 – 88%; B+ = 82 – 85%; B = 78 – 81%; B- = 76 – 77%; C+ = 71 – 74%; C = 66 – 70%; C- = 63 – 65%; P = 60 – 62%

COURSE CONTENT:

[Course content varies by instructor. An example of course content might be:]

- rhetoric as a discipline and an approach
- rhetoric and humanism
- speech genres and linguistic communities
- tropes as means of perception
- traditional rhetorical appeals
- identification and consubstantiality
- the courtship motive
- perlocutionary and performative utterances
- utterance and context
- signs, signals, metaphors, and codes
- sign and signification
- interpretation and the demand for narrativity; reading the scene
- phenomenology and reader response theory
- "reading" the popular media