CMNS 385  

Language and Action: Seminar in Contemporary Rhetoric  

COURSE NAME/NUMBER  
FACULTY/DEPARTMENT  
UFV CREDITS  

Language and Action: Seminar in Contemporary Rhetoric  

COURSE DESCRIPTIVE TITLE  

CALENDAR DESCRIPTION:  
In this course you will be introduced to and examine major statements on the nature of rhetoric from the classical period to the 21st century; you will then apply these to contemporary rhetorical events in an effort to understand the paradigms governing language use in current 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 CMNS 385 and ENGL 385. Students may take only one of these for credit.  

PREREQUISITES:  
60 university-level credits, including any 200-level CMNS or ENGL course.  

COREQUISITES:  
PRE or COREQUISITES:  

SYNONYMOUS COURSE(S):  
(a) Replaces:  
(b) Cross-listed with: ENGL 385  
(c) Cannot take: ENGL 385 for further credit.  

TOTAL HOURS PER TERM: 45  

TRAINING DAY-BASED INSTRUCTION:  
Length of course:  
Hours per day:  

OTHER:  
Maximum enrolment: 25  
Expected frequency of course offerings: annually  
(every semester, annually, every other year, etc.)  

WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)  

TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:  

Course designer(s): Raymond Welch  
Department Head: David Thomson  
Date approved: October 7, 2011  
Supporting area consultation Date of meeting: November 4, 2011  
Curriculum Committee chair: Tetsuomi Anzai Date approved: January 20, 2012  
Dean/Associate VP: Dr. Jacqueline Nolte Date approved: January 20, 2011  
Undergraduate Education Committee (UEC) approval Date of meeting: February 3, 2012
LEARNING OUTCOMES:
Upon successful completion of this course, students will be able to:
1. Distinguish among major rhetorical theories from the classical period to the 21st century
2. Analyse major statements by prominent rhetorical theorists
3. Demonstrate an understanding of the concepts central to various schools of rhetorical thought
4. Model rhetorical strategies and approaches
5. Apply various rhetorical approaches to the study of contemporary culture and modes of communication
6. Show how rhetorical theory plays a role in technological innovation, modes of communication, contemporary events, and popular discourse
7. Apply advanced analytical and persuasive writing and speaking techniques

METHODS:  (Guest lecturers, presentations, online instruction, field trips, etc.)
Lecture, discussion, collaborative exercises, seminars.

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):
☐ Examination(s) ☐ Portfolio assessment ☐ Interview(s) ☐ Other (specify):
☒ PLAR cannot be awarded for this course for the following reason(s): The highly technical and academic nature of readings in rhetorical theory makes it virtually impossible that a student would encounter them outside of a university classroom. The specialized nature of the course readings and the context provided by a seminar model remove the necessity of considering PLAR for the course.

TEXTBOOKS, REFERENCES, MATERIALS:  [Textbook selection varies by instructor. Examples for this course might be:]

SUPPLIES / MATERIALS:
None

STUDENT EVALUATION:  [An example of student evaluation for this course might be:]
Weekly response papers  20%
Seminar paper  20%
Seminar presentation  10%
Proposal for term paper  5%
Term paper / project  40%
Participation in discussion  5%

COURSE CONTENT:  [Course content varies by instructor. An example of course content might be:]
- rhetoric as a discipline and an approach
- rhetoric and humanism
- presence in written and verbal discourse
- 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