OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<table>
<thead>
<tr>
<th>Course Code and Number: CMNS 385</th>
<th>Number of Credits: 3</th>
<th>Course credit policy (105)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Full Title: Language and Action: Seminar in Contemporary Rhetoric</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Course Short Title (if title exceeds 30 characters): Seminar in Contemp. Rhetoric</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faculty: Faculty of Humanities</td>
<td>Department (or program if no department): Communication</td>
<td></td>
</tr>
</tbody>
</table>

**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.

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

**Prerequisites (or NONE):**

60 university-level credits, including one 200-level CMNS or ENGL course.

**Corequisites (if applicable, or NONE):**

**Pre/corequisites (if applicable, or NONE):**

**Equivalent Courses (cannot be taken for additional credit)**

Former course code/number:  
Cross-listed with: ENGL 385  
Equivalent course(s): ENGL 385

Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.

**Transfer Credit**

Transfer credit already exists: Yes No  
Transfer credit requested (OReg to submit to BCCAT): Yes No  
(if yes, fill in transfer credit form)

Resubmit revised outline for articulation: Yes No  
To find out how this course transfers, see bctransferguide.ca.

**Total Hours: 45**

**Typical structure of instructional hours:**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture hours</td>
<td>15</td>
</tr>
<tr>
<td>Seminars/tutorials/workshops</td>
<td>30</td>
</tr>
<tr>
<td>Laboratory hours</td>
<td></td>
</tr>
<tr>
<td>Field experience hours</td>
<td></td>
</tr>
<tr>
<td>Experiential (practicum, internship, etc.)</td>
<td></td>
</tr>
<tr>
<td>Online learning activities</td>
<td></td>
</tr>
<tr>
<td>Other contact hours</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>45</strong></td>
</tr>
</tbody>
</table>

**Special Topics**

Will the course be offered with different topics? Yes No  
If yes, different lettered courses may be taken for credit: No Yes, repeat(s) Yes, no limit

Note: The specific topic will be recorded when offered.

**Maximum enrolment (for information only): 25**

**Expected frequency of course offerings (every semester, annually, every other year, etc.): every other year**

**Department / Program Head or Director:** Samantha Pattridge  
**Date approved:** September 5, 2014  
**Campus-Wide Consultation (CWC):**  
**Date of posting:** October 16, 2015  
**Faculty Council approval:**  
**Date approved:** n/a  
**Dean/Associate VP:** Jacqueline Nolte  
**Date approved:** October 16, 2015  
**Undergraduate Education Committee (UEC) approval:**  
**Date of meeting:** November 27, 2015
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. Analyze 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

Prior Learning Assessment and Recognition (PLAR)
☐ Yes  ☒ No, PLAR cannot be awarded for this course because of 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.

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)
Lecture, discussion, collaborative exercises, seminars.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)
1. 
2. 
3. 
4. 
5.

Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)

Typical Evaluation Methods and Weighting

<table>
<thead>
<tr>
<th>Evaluation Method</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam</td>
<td>%</td>
</tr>
<tr>
<td>Assignments</td>
<td>100%</td>
</tr>
<tr>
<td>Midterm exam</td>
<td>%</td>
</tr>
<tr>
<td>Quizzes/tests</td>
<td>%</td>
</tr>
<tr>
<td>Lab work</td>
<td>%</td>
</tr>
<tr>
<td>Field experience</td>
<td>%</td>
</tr>
<tr>
<td>Shop work</td>
<td>%</td>
</tr>
<tr>
<td>Other</td>
<td>%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Details (if necessary):
Weekly response papers 20%
Seminar paper 20%
Seminar presentation 10%
Proposal for term paper 5%
Term paper / project 40%
Participation in discussion 5%

Grading system: Letter Grades:  ☒  Credit/No Credit:  ☐  Labs to be scheduled independent of lecture hours: Yes  ☐  No  ☐

Typical Course Content and Topics
• 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 significatio
• interpretation and the demand for narrativity; reading the scene
• phenomenology and reader response theory
• "reading" the popular media