Number of ECTS credits: 6

Course Prerequisites: CMM101G, BUS101G or POL101G

Course Description

CMM211G offers an introduction to rhetoric defined as an act of persuasive communication. The course is divided in two parts. The first part will focus on the history and theory of rhetoric. The second part will focus on practice: first students will learn how to apply rhetorical analysis to contemporary persuasive communication instances (verbal and visual) and finally they will create their own (oral and written) pieces of rhetoric.

Typical classes involve analysis of relevant materials (written texts, videoclips, podcasts, pictures), group discussions, oral presentations and a field trip/guest lecture. The paramount aim of the course is to teach students how to detect and analyse rhetoric in all its contemporary forms (ranging from political speeches to commercial advertisements) and how to use it effectively because "whoever does not study rhetoric will be a victim of it" as an ancient Greek encryption on the wall states.

Course Learning Objectives

By the end of the course, students will:

- In terms of knowledge – (1) Have a solid grasp of rhetorical theories and practices; (2) Gain a proper understanding of the concept of rhetoric and its usages in different contexts, ranging from political communication to civil society to commerce to art; (3) Become familiar with the theories, issues and problems related to the function of persuasive arguments and messages as delivered in public speeches and via contemporary media outlets.

- In terms of skills – (1) Gain an appreciation for and a deeper understanding of the function of rhetoric in various fields, including advertising, entertainment and politics; (2) Understand and assess the social and political impact of rhetoric;
(3) Analyze a speech/a text/ and a visual message from a linguistic, structural and rhetorical perspective; (4) Learn how to present case studies in class and argue dialectically with other students.

➢ In terms of attitudes – (1) Mature networking skills along with the ability to employ rhetorical strategies to defend opinions in a class debate; (2) Develop a critical attitude towards the impact (positive and negative) that rhetorical practices may have in various fields (3) Develop a critical approach in the framework of written and oral assignments.

Annex VII outlines the connection between the course objectives and the learning objectives of the Global Communication major.

**Course Materials**

The Course Materials consists of: (1) PowerPoint presentations; (2) lecture notes; (3) required readings. The readings comprise both textbook chapters and published academic articles (which will be made available in advance either in electronic or paper version). PowerPoint presentations will be made available after the respective classes have taken place.

The syllabus, PowerPoint presentations and important messages will be uploaded to the Vesalius portal ‘Canvas’ (ies.instructure.com). Students are expected to visit this site regularly to keep abreast of course evolutions.

**Textbook:**

Herrick, J. *The History and Theory of Rhetoric*. New York: Routledge, 2018

**Course Assessment**

The **final grade** will be based on the following:

- Mid-term exam: 25%
- Written assignment: 25%
- Oral assignment: 25%
- Final exam: 25%
- Total: 100%

**Grading Scale of Vesalius College**

Vesalius College grading policy follows the American system of letter grades, which correspond to a point scale from 0 – 100. **All assignments (including exams) must be graded on the scale of 0-100.** To comply with the Flemish Educational norms, professors should on request also provide the conversion of the grade on the Flemish scale of 0-20. The conversion table below outlines the grade equivalents.

<table>
<thead>
<tr>
<th>Letter grade</th>
<th>Scale of 100 (VeCo Grading Scale)</th>
<th>Scale of 20 (Flemish System)</th>
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<tr>
<td>A</td>
<td>85-100</td>
<td>17.0-20.0</td>
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<td>Grade</td>
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<td>81-84</td>
<td>16.1-16.9</td>
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<td>B</td>
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<td>D</td>
<td>50-53</td>
<td>10.0-10.6</td>
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**Academic Honesty Statement**

Academic dishonesty is **NOT** tolerated in this course. Academic honesty is not only an ethical issue but also the foundation of scholarship. Cheating and plagiarism (including self-plagiarism) are therefore serious breaches of academic integrity.

Following the College policy, cheating and plagiarism cases will be communicated in writing to the Associate Dean for Students and submitted to the Student Conduct Committee for disciplinary action.

If you refer to someone else’s work or your past work, appropriate references and citations must be provided. Grammar, spelling and punctuation count, so use the tools necessary to correct before handing in assignments.

**Course Schedule**

Week 1 – Introduction to the course/syllabus review

Week 2 – PART I: Rhetoric in theory
       Overview of rhetoric

Week 3 – The history of rhetoric: the origins of rhetoric

Week 4 – Aristotle’s rhetoric

Week 5 – The building blocks of rhetoric (part I) – argument and audience

Week 6 – The building blocks of rhetoric (part II) – situation, story, display

Week 7 – revision and the MID-TERM EXAM

Week 8 – PART II: Rhetoric in practice
       Discourse analysis and rhetorical criticism
Week 9 – Political rhetoric

Week 10 – Visual rhetoric

Week 11 – field trip “rhetoric in action” (European Commission’s Communication Strategy) or a guest speaker

Week 12 – Sport, ecological, and health rhetoric

Week 13 – Postmodern rhetoric

Week 14 – Revision and conclusions

Week 15 – FINAL EXAM