

RHETORIC OF POP CULTURE
COMM 392 - FALL 2015
MWF 2:00 - 2:50 PM - SB 208

PROFESSOR: Dr. Lauren Lemley
OFFICE HOURS: MWF 10-11 a.m.
TR 9:30-11 a.m.

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COURSE DESCRIPTION

COMM 392 (3 credit hours): The course is designed to teach students the basics of rhetorical analysis and criticism as they relate to understanding and evaluating contemporary pop culture texts.

ACU MISSION STATEMENT

To educate students for Christian service and leadership throughout the world.

MISSION OF THE COLLEGE OF ARTS & SCIENCES

To educate students for worldwide Christian service and leadership through programs of study and other learning experiences that blend a liberal arts education with professional and career education.

MISSION OF THE DEPARTMENT OF COMMUNICATION

To create excellent and ethical communicators, transforming lives through teaching, scholarship and service.

COURSE PHILOSOPHY

Pop culture is a pervasive element of living and communicating as Americans in the twenty-first century. But as Christians, we are continually faced with questions about how to balance our reliance on and use of pop culture in both our personal and professional lives. Through reading, discussions, written assignments, and in-class analysis activities, this course is structured to challenge the way you think and write about the rhetoric of pop culture.

REQUIRED TEXTS

- Catherine Helen Palczewski, Richard Ice, & John Fritch, *Rhetoric in Civic Life* (State College, PA: Strata Publishing, Inc., 2012).
- Selected Readings Posted on Canvas

COURSE OBJECTIVES, COMPETENCIES, AND MEASUREMENTS

COURSE OBJECTIVES

Upon successful completion of the course, students should be able to:

1. Demonstrate mastery of rhetorical concepts and vocabulary.
2. Demonstrate the ability to write for an academic audience.
3. Locate and understand credible and scholarly literature that discusses both rhetorical concepts and pop culture through the lens of communication.
4. Successfully craft a scholarly rhetorical analysis using Chicago Style.
5. Critique discussions of pop culture artifacts through social media outlets.

COURSE COMPETENCIES AND MEASUREMENTS

Competency		Measurement Instrument
1	Demonstrate mastery of rhetorical concepts and vocabulary.	Daily Work
		Term Paper
		Term Paper Presentation
2	Demonstrate the ability to write for an academic audience.	Writing Workshops
		Term Paper
3	Locate and understand credible and scholarly literature that discusses both rhetorical concepts and pop culture through the lens of communication.	Writing Workshops
		Term Paper
4	Successfully craft a scholarly rhetorical analysis using Chicago Style.	Writing Workshops
		Term Paper
5	Critique discussions of pop culture artifacts through social media outlets.	#50daysofrhetoric

COURSE POLICIES

ATTENDANCE

Attendance in this course is required. If you are absent for 20% or more of the course (9 or more classes), you will automatically receive an "F." In addition to fulfilling this attendance requirement, many class meetings will include activities that fall into the "daily work" portion of your grade. Some of these will be announced and others will not: Understanding the rhetorical elements and strategies discussed in class will be essential for success on your papers and presentations throughout the semester. Without consistent class attendance *and* participation, you will be at a severe disadvantage when working on these assignments.

LATE WORK

Late work will not be accepted without an excused absence. When you know you will miss class for a "non-excused" reason, you should turn in assignments *before* they are due. If for some reason a situation should arise in which I allow you to turn in an assignment after the due date without an excused absence, your grade on that assignment will be reduced by at least 25%.

COOPERATION WITH THE AMERICANS WITH DISABILITIES ACT (ADA)

ACU and the College of Arts and Sciences comply with the ADA in making reasonable accommodations for qualified students with disability. If you have a disability as defined by the ADA and would like to request accommodations, please contact the Alpha Scholars Program at 325.674.2667 or online at <http://www.acu.edu/academics/trio/alpha/index.html> for more information about Student Disability Services at ACU.

ACADEMIC DISHONESTY

Academic integrity is defined as academic work completed as assigned for each class by the individual or group responsible for the work. Violations of academic integrity and other forms of cheating involve the intention to deceive, mislead, or misrepresent and therefore, are a form of lying. Such actions are contrary to behavioral norms that flow from the nature of God.

Academic misconduct includes, but is not limited to, the following: 1) Failure to give credit to sources used in a work in an attempt to present the work as one's own, 2) Submission of papers or projects obtained from another source (e.g., research service or club paper file) as one's own, and 3) Falsifying information orally or in writing. Academic misconduct may result in, but is not limited to, a zero on the assignment and/or an F in the course. Additionally, the department chair, Dean of the College of Arts and Sciences, and the Dean of Student Life will be notified.

See the full university policy, including how to appeal a decision, by following this link: <http://www.acu.edu/campusoffices/studentlife/judicialDocuments/AcademicIntegrityPolicy.pdf>.

GRADING

YOUR FINAL COURSE GRADE WILL BE DETERMINED AS FOLLOWS:

90.00-100.00 = A 80.00-89.99 = B 70-79.99 = C 60-69.99 = D 0-59.99 = F

BREAKDOWN OF COURSE GRADE:

Term Paper - 30%
Writing Workshops - 30%
#50daysofrhetoric - 25%
Daily Work - 10%
Term Paper Presentation - 5%

TERM PAPER (30%)

This 13-15 page paper constitutes the largest portion of your grade in the course. Both technical writing (e.g., grammar, style, organization, language choice, etc.) and critical analysis (e.g., organization, argumentation, textual support, etc.) will be important aspects of this grade and your overall grade in the course. More details about this assignment can be found on page 4 of this syllabus, and a grading rubric for this assignment will be discussed in class and posted on Canvas later in the semester.

WRITING WORKSHOPS (30%)

Throughout the semester, you will participate in three writing workshops (each worth 10% of your grade). Each of these assignments involves writing a paper, editing the papers of your peers, participating in a workshop day in class, evaluating your writing group members' performance, and turning in a revised copy of your own paper. You must complete ALL portions of these assignments to receive credit. More details about these assignments can be found on page 5 of this syllabus.

#50DAYSOFRHETORIC (25%)

Rhetoric is all around us. It's online. It's on the big screen. It's in the news. It's on your social media feed. It's in every aisle at WalMart (dozens, maybe hundreds of times). In fact, if I tried to list everywhere you could find rhetoric, I might never finish typing. One of my primary goals for this course is that you end the semester with a greater awareness and understanding of the rhetorical world you live in than you had when we began. To that end, this assignment asks you to apply the rhetorical awareness and knowledge you gain throughout the semester through thoughtful social media commentary. We will discuss this project during the first week of class, and specific details of the assignment will be posted on Canvas.

DAILY WORK (10%)

Throughout the semester, you will be given numerous opportunities to apply the concepts discussed in your reading and lecture through individual and group activities, discussion questions and responses, and homework assignments. While some of these will be announced, others will not. Therefore, class attendance and participation are essential for this portion of your course grade.

TERM PAPER PRESENTATION (5%)

During the last few weeks of the course, you will spend 5-10 minutes presenting your term paper to the class. You will need to prepare a PowerPoint or Keynote for this presentation. More information is provided on page 4 of this syllabus, and a grading rubric for this assignment will be posted on Canvas toward the end of the semester.

TERM PAPER DEADLINES AND REQUIREMENTS

TERM PAPER DEADLINES

- ≈ Monday, September 8th - Text Selection Deadline
- ≈ Tuesday, December 9th - Term Paper Presentations
 - Your Presentation Should Cover the Following Topics:
 1. An Overview of Your Text
 2. Pertinent Information About Your Text's Rhetorical Situation
 3. Your Research Question
 4. An Explanation of Your Methodology
 5. A Summary of Your Analysis and Answer to Your Research Question
- ≈ Tuesday, December 9th - Term Paper Deadline
 - A HARD COPY of Your Term Paper is Due By 2 pm –
 - I DO NOT Accept Electronic Copies.

GENERAL TERM PAPER REQUIREMENTS

- ≈ 13-15 Pages (Numbered in the Footer)
- ≈ 1 Inch Margins
- ≈ Times New Roman 12 Point Font
- ≈ Follow Guidelines in the *Chicago Manual of Style, 16th Edition* for Format and Citation
- ≈ Double-Spaced
- ≈ Personal Information Should Be Included on a Cover Page
- ≈ An Epigraph Should Precede Your Introduction on Page One
- ≈ 15 Sources (7 of the 15 Must Be "Scholarly" Sources)
- ≈ Your Paper Should Be Divided into Five Sections with Sub-Headings:
 1. Introduction
 2. Rhetorical Situation (Material from Workshop 1)
 3. Methodology
 4. Analysis (Material from Workshops 2 and 3)
 5. Conclusion

WRITING WORKSHOPS OVERVIEW AND DEADLINES

WRITING WORKSHOP 1 - RHETORICAL SITUATION

For the first workshop, you will have four pages to introduce your audience to the rhetorical situation surrounding your text. In this paper, you should include important information about the rhetor, audience, exigence, and context surrounding the creation of your text.

- Your Paper Must be Uploaded to Turnitin.com by 1:30 pm on October 1st
- One Hard Copy of Your Paper is Due at the Beginning of Class on October 1st
- Your Paper MUST be At Least 3 Full Pages, but No More Than 4 Pages
- You Should Cite At Least 5 Credible Sources
- Turnitin Edits of Your Team Members' Papers are Due by 1:30 pm on October 6th
- The Hard Copy of Both Your Marked-Up First Draft and Your Revised Paper are Due at the Beginning of Class on October 13th

WRITING WORKSHOP 2 - ANALYZING ARGUMENTATION AND VISUALS

For the second workshop, you will have four pages to analyze the argumentation and visuals in your text. Because you will not be able to discuss each argument and visual found in your episode(s), film, or advertisement, you will need to select and write about the elements of your text that best address your research question. Each evaluation you make should be supported by quotations from or descriptions of your text.

- Your Paper Must be Uploaded to Turnitin.com by 1:30 pm on October 27th
- One Hard Copy of Your Paper is Due at the Beginning of Class on October 27th
- Your Paper MUST be At Least 3 Full Pages, but No More Than 4 Pages
- You Should Include At Least 4 Quotations From Textbooks, Class Readings, and/or Scholarly Sources to Explain Your Use of Rhetorical Tools
- Turnitin Edits of Your Team Members' Papers are Due by 1:30 pm on October 31st
- The Hard Copy of Both Your Marked-Up First Draft and Your Revised Paper are Due at the Beginning of Class on November 7th

WRITING WORKSHOP 3 - ANALYZING LANGUAGE AND NARRATIVES

For the final workshop, you will have four pages to analyze the language and narratives in your text. You will follow the same process for selecting elements of your text and evaluating them as you did in workshop two. Again, each element of your analysis must be supported by quotations from or descriptions of your text.

- Your Paper Must be Uploaded to Turnitin.com by 1:30 pm on November 17th
- One Hard Copy of Your Paper is Due at the Beginning of Class on November 17th
- Your Paper MUST be At Least 3 Pages, but No More Than 4 Pages
- You Should Include At Least 4 Quotations From Textbooks, Class Readings, and/or Scholarly Sources to Explain Your Use of Rhetorical Tools
- Turnitin Edits of Your Team Members' Papers are Due by 1:30 pm on November 24th
- You Will Not Turn in a Revised Copy of this Final Workshop Paper

COMS 340: RHETORIC OF POP CULTURE
FALL 2014 COURSE SCHEDULE

DATE	LECTURE TOPIC	READING DUE	ASSIGNMENT DUE
RHETORIC, PUBLICS, AND CRITICAL ANALYSIS			
M	August 25th	What is the Rhetoric of Pop Culture?	--
W	August 27th	Rhetorical Foundations and Symbolic Action	PIF p. 3-16
F	August 29th	Critical Reading	Brummett p. 1-25 (OC)
M	September 1st	The Public Sphere	PIF p. 235-242
W	September 3rd	Publics and Counterpublics	PIF p. 242-251
F	September 5th	Cyberpublics	PIF p. 251-262

THE RHETORICAL SITUATION AND METHODOLOGY			
M	September 8th	The Rhetorical Situation	PIF p. 201-215
W	September 10th	Rhetorical Constraints and Public Memory	PIF p. 16-26
F	September 12th	Situations and Genres	Hart & Daughton p. 116-122 (OC)
M	September 15th	Researching the Rhetorical Situation	Silverman & Rader p. 56-60 (OC)
W	September 17th	Rhetors	PIF p. 149-171
F	September 19th	Audiences	PIF p. 177-195
M	September 22nd	Formulating a Methodology	Brummett p. 101-107
W	September 24th	Writing Research Questions	Foss p. 14-16 (OC)
F	September 26th	From Theory to Practice	Articles Posted on OpenClass
M	September 29th	Chicago Style	--
W	October 1st	Voice and Clarity	Graff & Birkenstein p. 121-128 (OC) Williams & Colomb p. 20-34 (OC)
F	October 3rd	Workshop 1 Reading Day - No Class	
M	October 6th	Workshop 1: Rhetorical Situation	Team Papers Read

ANALYZING ARGUMENTATION AND VISUALS			
W	October 8th	Definitions and Foundations of Argument	PIF p. 89-99
F	October 10th	Burden of Proof and Spheres of Argument	PIF p. 106-112
M	October 13th	The Toulmin Model	PIF p. 99-106
W	October 15th		--
F	October 17th	FALL BREAK	
M	October 20th	Visual Culture	PIF p. 61-66
W	October 22nd	Types of Visual Rhetoric	PIF p. 66-80
F	October 24th	Visual Aesthetics and Analysis	PIF p. 80-82
M	October 27th	Working with Quotations	Graff & Birkenstein p. 38-50 (OC)
W	October 29th	Workshop 2 Reading Day - No Class	
F	October 31st	Workshop 2: Argumentation and Visuals	Team Papers Read

DATE	LECTURE TOPIC	READING DUE	ASSIGNMENT DUE
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ANALYZING LANGUAGE AND NARRATIVES				
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M	November 3rd	Construction and Misuse of Language	PIF p. 35-38 and 50-55	DQ 16
W	November 5th	Language as Symbolic Action	PIF p. 38-50	DQ 17
F	November 7th		--	Workshop Paper 2 Revisions
M	November 10th	Narrative Form and Function	PIF p. 117-128	DQ 18
W	November 12th	Judging Narratives	PIF p. 128-141	DQ 19
F	November 14th	Fantasy Themes	Foss p. 97-101 (OC)	DQ 20
M	November 17th	Writing Strong Sentences	Silva, p. 65-76 (OC)	Workshop 3 Paper
W	November 19th	No Class -- Workshop 3 Reading Days		
F	November 21st			
M	November 24th	Workshop 3: Language and Narratives	Williams & Colomb p. 57-68 (OC)	Peer Editing
W	November 26th	THANKSGIVING BREAK		
F	November 28th			

FINAL PRODUCTS AND PRESENTATIONS				
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M	December 1st	Pulling it Together: Introduction and Methodology	Zinsser p. 54-62 (OC)	Compiled Revisions
W	December 3rd	Pulling it Together: Conclusions	Zinsser p. 49-53 (OC)	--
F	December 5th	Pulling it Together: Conference-Style Presentations	--	Keynote/PowerPoint Draft
T	December 9th	Term Paper Presentations Hard Copy of Your Term Paper is Due By 2:00 p.m.		