

Communication Criticism CMST 3460



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Required Materials:

Foss, S. K. (2018) Rhetorical Criticism: Exploration and Practice. 5th ed. Long Grove, IL: Waveland Press.

Kress, G. and van Leeuwen, T. (2001) Reading Images: The Grammar of Visual Design. London: Routledge. (This reading is on canvas).

Additional readings: TBA

Course Description:

Communication criticism is an introduction to analysis of public communication (speeches, editorials, advertisements, TV, film, etc.) from a variety of critical perspectives. Using an approach that includes theory and application, you will learn how to critically analyze the hundreds of messages that are constantly asking for your attention, time, and/or money.

By the end of the course, you will:

- Gain *factual knowledge* about the method of rhetorical criticism used to analyze communication.
- Learn to *apply the methods of criticism* to communication texts to improve creative and rational thinking and decision-making.
 - appreciate the persuasiveness of everyday communication systems.
 - engage in critical thinking about discourse.
 - improve your analytical skills.
 - become a more critical consumer of communication
- *Develop skills* to express yourself orally and in writing.
 - Engage in individual and group work to improve your speaking and writing.

Evaluations:

Two group presentations (75 ea.)	150
Critique paper (150 ea)	300
Complete final draft	25
Workshop (read student paper and comment)	25
Final paper	300
Choices and changes paper	50
Quizzes	<u>150</u>
	1000

Grade distribution:

100-93% = A,	76-73% = C
92-90% = A-	72-70% = C-
89-87% = B+	69-67% = D+
86-83% = B	66-63% = D
82-80% = B-	62-60% = D-
79-77% = C+	59-0% = F

Assignments**Presentations:**

For each method, two groups of students will present 15 minute presentations of an application of the method. You will present twice during the course of the semester. For this project, you will be asked to join with 4 or 5 classmates to perform and then present an analysis of an artifact of your choice (it must be an artifact that is different from your individual papers).

Critique Papers:

We will be studying seven different rhetorical perspectives in this class. You will apply at least three out of the seven to analyze artifacts you have chosen based on a particular social issue. You will document your analyses by writing two 4-6 page individual paper, and one 10-12 page paper.

Short papers:

Short (4-6 page) papers will be due one week after you present a method and an application to the class. For example, if your group does a metaphor analysis of a television ad for the class presentation, your group paper using the metaphor method to analyze an artifact will be due a week later. You will have one group presentation and one individual short paper for each of your assigned methods.

Final paper:

The final paper will analyze a communication artifact using any method you have not previously used during the semester.

Choices and changes paper:

Explain the choices you made in constructing your final paper as well as the changes you made from the previous short papers.

Drafts:

Final paper drafts are due on April 16th. Mark each section of the paper (thesis, method, justification, etc.) on the draft with a subhead. They will not be evaluated on their content, but on their completeness. Send me a copy before class and bring a hard copy to give to your critique partner. **Late papers will not be given credit.**

Workshops:

You will critique one other student's final paper. You will receive the paper on Tuesday, April 16th and will need to send me a copy of a written critique and bring a hard copy for the author to class on April 18th. You need to return a **marked draft**, along with the **evaluation form**, to the author. You must attend class on the 18th in order to receive credit for your critique.

Quizzes:

Quizzes will take place during the first 5 minutes of class. Quiz material will come from the reading assigned for that day or class activities. No makeup quizzes or extra credit will be given for absences or late attendance. Please come to class on time. Quiz questions may be any of the following: multiple choice, fill in the blank, or short answer.

READING THE SCHEDULE

1. This schedule is subject to change if the demands of the course require it. *Expect additional short readings and assignments to be added during the course of the semester.*
2. The reading assignment will be **discussed** the day it is listed.
3. Assignments are written in **bold type**.

Date	Topic	Reading/assignment
<u>Week 1</u>	Tues: Course Introduction	Tues:
Jan. 8, 10	Thurs: Nature of Rhetorical Criticism	Thurs: pp. 3-9
<u>Week 2</u>	Tues: Doing Rhetorical Criticism	Tues: pp. 9-26
Jan. 15, 17	Thurs: Neo-Aristotelian Criticism	Thurs: pp. 29-36

<u>Week 3</u> Jan 22, 24	Tues: Neo-Aristotelian essays Thurs: Neo-Aristotelian application	Tues: pp. 38-48. *If you are writing on this also read pp. 50-57
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<u>Week 4</u> Jan 29, 31	Tues: Metaphor Criticism Thurs: Metaphor Analysis essays	Tues: pp. 285-294 Thurs: pp. 297-309. *If you are writing on this method, also read pp. 280-284.
<u>Week 5</u> Feb. 5, 7	Tues: Metaphor analysis application Thurs: Generic Criticism	Tues: Thurs: pp. 179-193
<u>Week 6</u> Feb. 12,14	Tues: Generic Criticism essays Thurs: Generic criticism application	Tues: pp. 194-204. *If you are writing on this method, also read pp. 207-214. Thurs:
<u>Week 7</u> Feb. 19. 21	Tues: Narrative Criticism Thurs: Jen will be out of town	Tues: pp. 319-338.
<u>Week 8</u> Feb. 26, 28	Tues: Narrative Criticism essays Thurs: Narrative Criticism application.	Tues: pp. 342-356. *If you are writing on this method, also read pp. 361-365. Thurs:
<u>Week 9</u> Mar 5, 7	Tues: Ideological Criticism Thurs: Ideological Criticism essays	Tues: pp. 237-251 Thurs: 253-272. *If you are writing on this method, also read pp. 280-284.
<u>Week 10</u> Mar. 12, 14	Spring Break!	
<u>Week 11</u> Mar. 19, 21	Tues: Ideological Criticism application Thurs: Visual Analysis	Tues: Thurs: Kress & van Leeuwen pp. p. 119-135
<u>Week 12</u>	Tues: Visual Analysis	Tues: Kress & van Leeuwen pp. 135-158

Mar. 26, 28	Thurs: Visual Analysis Application	Thurs:
<u>Week 13</u> Apr. 2, 4	Tues: Generative criticism Thurs: Generative criticism essays	Tues: pp. 411-437 Thurs: pp. 438-458; 476-485.
<u>Week 14</u> April 9, 11	Tues: Generative criticism application Thurs. <i>Work day</i>	Tues: Thurs:
<u>Week 15</u> April 16, 18	Tues: Draft Due —email one copy to me and bring one hard copy to class. Thurs: Workshop. Written critiques--send one copy to me and bring one hard copy along with a marked draft.	Tues: Work on final paper Thurs: Work on final paper and critique
<u>Week 16</u> Apr. 23, 25	Tues: Course wrap up. Thurs: Final papers due. 5 p.m.	Tues:

Please keep in mind the following

Assignments:

- All assignments must be turned in at the beginning of the class period that they are due or else they will receive 05% off the final grade each day the assignment is late including the due date. The paper must be turned in three days after the due date (including weekends) or I will not accept it. We move too quickly in here to fall behind!
- All presentations must be performed on the due date in class in order to receive full credit. Exceptions will be made for extreme documented circumstances or if arrangements are made with me prior to the presentation due date.
- Students may not use a paper written in another class for credit in this one, or vice versa, without instructor consent.
- Please refer to the university honesty/honor code for further policies pertinent to this class.
- All work is to be typed, double spaced and free of grammatical and spelling errors.

In the classroom:

- In this course we will also engage in discussions about many current political and public issues. You may not agree with some of the methods, applications, readings or comments made during the course of this class. While I do not expect (or even want) you to agree with everything said, I will expect a level of civility and respect both for all sides of the subject matter and for the speaker.
- I also encourage all students to take advantage of my offices hours or e-mail if you have any concerns or questions over any aspect of the course. I am here to help you learn!
- Feel free to bring food and drink. Make sure you have one hand to write with and please clean up after yourself.
- Finally, I try to create a comfortable classroom environment that contributes to learning. For that reason I ask that you turn off your phones and keep them off your desks! (Yes you, with your hands in your lap. You're not sneaky). Please refrain from bringing anything else to class that may be a distraction for you or any of the other students.

From the university:

- Disabilities: USU welcomes students with disabilities. If you have, or suspect you may have, a physical, mental health, or learning disability that may require accommodations in this course, please contact the Disability Resource Center (DRC) as early in the semester as possible (University Inn # 101, 435-797-2444, drc@usu.edu). All disability related accommodations must be approved by the DRC. Once approved, the DRC will coordinate with faculty to provide accommodations.
- USU Plagiarism Policy: Plagiarism includes knowingly "representing, by paraphrase or direct quotation, the published or unpublished work of another person as one's own in any academic exercise or activity without full and clear acknowledgment. It also includes the unacknowledged used of materials prepared by another person or agency engaged in the selling of term papers or other academic materials." The penalties for plagiarism are severe. They include warning or reprimand, grade adjustment, probation, suspension, expulsion, withholding of transcripts, denial or revocation of degrees, and referral to psychological counseling. Please refer to The Code of Policies and Procedures for Students at Utah State University, Article VI., <https://studentconduct.usu.edu/studentcode/>.
- Sexual Harassment: Sexual harassment is defined by the Affirmative Action/Equal Employment Opportunity Commission as any "unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature." If you feel you are a victim of sexual harassment, you may talk to or file a complaint with the Affirmative Action/Equal Opportunity Office, located in Old Main, Room 161, or call the office at 797-1266.

- Withdrawal Policy and "I" Grade Policy: Students are required to complete all courses for which they are registered by the end of the semester. In some cases, a student may be unable to complete all of the coursework because of extenuating circumstances not due to poor performance or to retain financial aid. The term 'extenuating' circumstances includes: (1) incapacitating illness which prevents a student from attending classes for a minimum period of two weeks, (2) a death in the immediate family, (3) financial responsibilities requiring a student to alter a work schedule to secure employment, (4) change in work schedule as required by an employer, or (5) other emergencies deemed appropriate by the instructor.