**Purdue University**

**Request for Addition, Expiration, or Revision of an Undergraduate Course**

**(10000-40000 Level)**

**Department**: Communication  
**Effective Session**: Fall 2009

**Instructions**: Please check the items below which describe the purpose of this request.

- [ ] A. New course with supporting documents
- [ ] B. Add existing course offered at another campus
- [ ] C. Expiration of a course
- [ ] D. Change in course number
- [ ] E. Change in course title
- [ ] F. Change in course credit/grade
- [ ] G. Change in course attributes (department head signature only)
- [ ] H. Change in instructional hours
- [ ] I. Change in course description
- [ ] J. Change in course requisites
- [ ] K. Change in semesters offered (department head signature only)
- [ ] L. Transfer from one department to another

**Proposed**

- **Subject Abbreviation**: COM  
- **Course Number**: 301  
- **Long Title**: Rhetorical Criticism  
- **Short Title**: Rhetorical Criticism

**Existing**

- **Subject Abbreviation**:  
- **Course Number**:  
- **Long Title**: Rhetorical Criticism  
- **Short Title**: Rhetorical Criticism

**Terms Offered**

- [ ] Summer  
- [x] Fall  
- [ ] Spring

**Campus(es) Involved**

- [ ] Calumet  
- [ ] Cont Ed  
- [ ] Ft Wayne  
- [ ] Indianapolis  
- [ ] N. Central  
- [ ] Tech Statewide  
- [ ] W. Lafayette

**Credit Type**

1. Fixed Credit Cr. Hrs: 3
2. Variable Credit Range:  
   - Minimum Cr. Hrs: (Check One)  
     - [ ] To  
     - [ ] Or  
   - Maximum Cr. Hrs:  
3. Equivalent Credit: [ ] Yes  
   - [ ] No

**Course Attributes**

- [ ] Pass/No Pass Only  
- [ ] Satisfactory/Unsatisfactory Only  
- [ ] Repeatable  
- [ ] Maximum Repeatable Credit:  
- [ ] By Examination  
- [ ] Special Fees  
- [ ] Full Time Privilege  
- [ ] Off Campus Experience

**Scheduling**

- [ ] Lecture  
- [ ] Recitation  
- [ ] Presentation  
- [ ] Laboratory  
- [ ] Lab Prep  
- [ ] Studio  
- [ ] Distance  
- [ ] Clinic  
- [ ] Experiential  
- [ ] Research  
- [ ] Ind. Study  
- [ ] Field/Internship

**Course Description**

This course traces the major developments in rhetorical criticism and introduces students to the major critical methods used to analyze rhetorical texts.

**Offices of the Registrar**

- [ ] Calumet Department Head  
  - [ ] Date
- [ ] Fort Wayne Department Head  
  - [ ] Date
- [ ] Indianapolis Department Head  
  - [ ] Date
- [ ] North Central Department Head  
  - [ ] Date
- [ ] West Lafayette Department Head  
  - [ ] Date
NEW COURSE PROPOSAL

Course Level: 400 (Com 401)
Course Title: Rhetorical Criticism
Proposed by: Dacia Charlesworth, Ph.D.
Pre-Requisites: None  Com 114

Textbook:

COURSE DESCRIPTION

This course traces the major developments in rhetorical criticism and introduces students to the major critical methods used to analyze rhetorical texts.

COURSE OBJECTIVES

After completing the course, students will be able to:
- Articulate the major forms of criticism and issues in the development of the rhetorical tradition in Western culture;
- Produce and deliver sound rhetorical analyses of a variety of rhetorical texts;
- Form judgments about the significance of rhetoric for understanding social and political issues as well as the value of citizens understanding the functioning of rhetoric.
COURSE ASSIGNMENTS

Students will complete the following activities:

**Fundamental Tenet Papers** (9 @ 30 points each)
Before we discuss each unit of criticism in class, I ask that you demonstrate your knowledge of the method by writing a short (1½-2 pages, double spaced, 12 point font) summary identifying and explicating 5-10 key principles or assumptions about the methods of criticism we are studying. That is, you will identify not only the steps involved when using each critical method, but the underlying beliefs one holds when utilizing that method.

**Mini-Analyses** (2 @ 150 points each)
After discussing each grouping of critical methods, you will conduct a mini-analysis using a method and rhetorical artifact of your choice. For the first grouping, you will choose between Neo-Aristotelian, Feminist Criticism, Pentadic Criticism, Metaphoric Criticism, or Cluster Criticism. For the second grouping, you will choose between Generic Criticism, Ideological Criticism, Narrative Criticism, or Fantasy-Theme Criticism. Each analysis is to be 3-4 pages long and should demonstrate your mastery of the method. These analyses will be graded on your ability to apply the critical method to the artifact, your use of argumentative strategies, organization, and writing style.

**Presentation of Mini-Analysis Paper** (1 @ 100 points)
To provide you with an opportunity to practice your delivery skills, you will adapt your first mini-analysis paper into a 5-7 minute presentation to the class. Your presentation must include visual aids as well as an Introduction (with an Attention Getting Device and a Preview Statement), a Description of the Artifact, a Description of the Method, an Analysis of the artifact, and a Conclusion (that includes a Link Back).

**Final Research Project** (330 points)
Using a method of rhetorical criticism of your choice, you will conduct a full scale rhetorical analysis focusing using **at least five different artifacts.**

  **Outline of Final Research Paper** (30 points)
During Weeks 12-13 you will meet with me individually to discuss the status of your term paper. When you arrive for your scheduled meeting you should have a completed outline of your term paper. Be sure to include your literature review, description of method and artifact as well as your analysis.

  **Final Research Paper** (150 points)
This paper is to be 10-12 pages in length; you will analyze **at least 5 rhetorical artifacts** as well as summarize the results of 5 scholarly (Peer-Reviewed) journal articles on your topic.

Your paper will consist of an Introduction, a Literature Review surrounding your method/artifacts, your Analysis, your Conclusions along with suggestions for future research, and a Works Cited page. All papers must be written according to the guidelines of the MLA. As with your Mini-analyses, this paper will be graded on your ability to apply the method(s) to the artifact, argumentative strategies, organization, and writing style. In addition, you will also be graded on your ability to synthesize and document external research.

  **Final Research Presentation** (150 points)
During the last two weeks of class, you will present the findings of your research project to the class. You will develop a 10 minute presentation complete with visual aids. Remember that your task is to not only inform your audience of what you've found but to also persuade us to accept your conclusions. Your presentation will be graded on your Ideas, Organization, Language Use, Delivery, use of Visual Aids, use of Persuasive Strategies, Oral Citations of external sources, and use of Time. If you do nothing more than read your paper to us (and even if that paper is extraordinary), you will receive no more than a 70%.
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Introduction to Rhetorical Criticism</td>
</tr>
<tr>
<td>Week 2</td>
<td>Neo-Aristotelian Criticism</td>
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<tr>
<td>Week 3</td>
<td>Feminist Criticism</td>
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<td>Week 4</td>
<td>Pentadic Criticism</td>
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<tr>
<td>Week 5</td>
<td>Metaphoric Criticism/Oral Presentation Refresher</td>
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<td>Week 6</td>
<td>Cluster Criticism</td>
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<tr>
<td>Week 7</td>
<td>Oral Presentations of Mini-Analyses</td>
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<tr>
<td>Week 8</td>
<td>Generic Criticism</td>
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<td>Week 9</td>
<td>Narrative Criticism</td>
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<td>Week 10</td>
<td>Ideological Criticism</td>
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<td>Week 11</td>
<td>Fantasy-Theme Criticism</td>
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<td>Week 12</td>
<td>Developing Persuasive Presentations/Independent Meetings with Professor to Review Methodology/Analysis</td>
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<tr>
<td>Week 13</td>
<td>Independent Meetings with Professor to Review Methodology/Analysis</td>
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<td>Week 14</td>
<td>Conduct Research for Term Paper</td>
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<tr>
<td>Week 15</td>
<td>Presentation of Term Papers</td>
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<tr>
<td>Week 16</td>
<td>Presentation of Term Papers</td>
</tr>
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