Eastern Illinois University
New Course Proposal
CMN 4700, Rhetoric, Identity and Social Responsibility

1. Catalogue Description
   a. Course Number: CMN 4700
   b. Course Title: Rhetoric, Identity and Social Responsibility
   c. Credit (3-0-3)
   d. Term to be offered: On Demand
   e. Short Title: Rhet and Resp
   f. Course Description: The public exchange of ideas is an important and contested element of civic life. This class will offer an historical survey of scholars, writers and citizens who have theorized about the rhetorical process.
   g. Prerequisites: Completion of CMN 2010, 2020, 2030, 2040 with a grade of “C” or better, and CMN 3100
   h. Term first offered: Fall 2007

2. Objectives and Evaluation
   a. Objectives:
      Upon completion of the course students will be able to:
      1. Describe the complex relationship between history, philosophy, social influence and rhetorical theory.
      2. Identify the major theories and concepts of the rhetorical tradition.
      3. Analyze the paradigms and vocabularies for describing, explaining and shaping the social arena of discourse.
      4. Evaluate the function of the rhetorical process in shaping social interaction.
   b. Sample Assessment:

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<th>Two Exams</th>
<th>3 Response Papers</th>
<th>Daily participation and discussion questions</th>
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c. This is not a technology-delivered course.
d. This course is numbered between 4750-4999 but is not offered for graduate credit.
e. This course is writing-intensive, written papers, daily discussions and essay exams allow for frequent writing activities designed to help students master course content. At least 35% will come from writing assignments and students will be provided the opportunity to revise at least one writing assignment.
3. Sample Course Outline

Week 1 Introduction to Rhetorical Theory
   Topics: Rules, practices and definitions of language with regard to knowledge, media and power. There will also be a focus on theory building.

Week 2 Classical Greek Heritage (Gorgias and Isocrates)
   Topics: Major rhetorical themes including ceremonial speaking, persuasive language, rhetorical trickery, and virtue.

Week 3 Classical Greek Heritage (Plato and Aristotle)
   Topics: Major rhetorical themes including dialectic, idealism, truth, rhetoric and politics, ethos, pathos, logos, invention.

Week 4 Classical Roman Heritage (Cicero and Quintilian)
   Topics: The period of the republic, power, public/private, political life, empire, character/leadership and credibility.

Week 5 Middle Ages and Renaissance (St. Augustine and Christine de Pizan)
   Topics: The church and rhetoric, the role of rhetoric in the access to knowledge, courtly rhetoric.

Week 6 Middle Ages and Renaissance (Peter Rasmus and Francis Bacon)
   Topics: Rhetorical style, dialectic and logic, faculty psychology, social conditions and public discourse.

Week 7 Enlightenment (John Locke and Giambattista Vico)
   Topics: Rules centered approach to rhetoric vs. practice of rhetoric, language and reality, purification of language, approaches to knowledge, and common sense.

Week 8 Enlightenment (George Campbell, Hugh Blair, Richard Whately)
   Topics: How the human mind is persuaded, rhetoric/logic/grammar, restoration of invention, critical judgment of texts, taste, truth vs. evidence.

Week 9 Twentieth Century (Mikhail Bakhtin and I.A. Richards)
   Topics: Language creating reality, rhetoric as hostile to dialogue, production of ideology, misunderstanding, and aims of discourse.

Week 10 Twentieth Century (Kenneth Burke)
   Topics: Dramatism, motives, identification, substance, and the power of language.

Week 11 Twentieth Century (Stephen Toulmin, Chaim Perelman, Olbrechts-Tyteca)
   Topics: Argumentation, model of argument, field dependent, argument in everyday life, and universal audience.

Week 12 Twentieth Century (Richard Weaver and Marshall McLuhan)
   Topics: Values and principals, hierarchy of preferable argument, medium as message, and technological evolution and rhetoric.

Week 13 Twentieth Century (Michel Foucault)
   Topics: Power, knowledge, effects of everyday language, discursive formations, principals of exclusion.

Week 14 Twentieth Century (Molefi Kete Asante and Helene Cixous)
   Topics: How inequalities are sustained through language, rhetoric of the margins, gendered language, rules of rhetoric as culturally determined, afrocentric rhetorical conditions.
Week 15 Twentieth Century (Karlyn Kohrs Campbell, Carole Spitzack, Kathryn Carter)
Topics: The male dominated public, recovery of skilled female speakers, public/private, nature of woman, and theories of women’s rhetoric.

4. Rationale
   a. This course allows students to gain specialized knowledge in the history of rhetorical theory.
   b. This course will require extensive and challenging reading material that demands students establish a relationship between historical contexts and the development of ideas. The amount of reading and nature of the material warrant a 4000 level course.
   c. Similarly existing courses:
      1. There are no courses similar to this one.
      2. No courses will be deleted.
   d. Impact on the program
      1. This course is part of a new option in Rhetoric and Public Advocacy. It will serve as an elective for this option as well as other options in the major.
      2. N/A

5. Implementation
   e. Angela Aguayo, Suzanne Enck-Wanzer and Shane Miller will be able to teach this course.
   f. There will be no additional costs for student

6. Community College Transfer: A community college course will not be accepted as a substitute for this course.

7. Date approved by the department: 11/04/05

8. Date approved by CAHCC: 4/5/06

9. Date approved by CAA: 4/27/06