Objectives
In this class we will examine classic texts from the rhetorical tradition alongside contemporary examples of rhetoric ranging from recent scholarship in composition studies to presidents’ speeches and corporate web sites. Our aim will be to reflect on how language has been and continues to be employed to entertain, to instruct, to persuade, and to manipulate. You will receive a firm grounding in the history of rhetoric and will engage some of the philosophical questions that arise from the study of rhetoric: how can we speak and write convincingly? what are the ethical demands on speakers and writers? what is the relationship between rhetoric and truth? in what ways can language be political? in what ways can it be violent? A background in rhetoric, and an understanding of its philosophical foundations as well as its practical applications, will be highly valuable to a wide range of students, especially those entering fields such as teaching, literary criticism, professional writing, publishing, politics, and law.

Policy
Assignments
A description of the formats for these assignments can be found on the class web site: www2.hawaii.edu/~zuern/436

You will be required to submit four written précis in response to your readings for class (20%). Each of you will give a ten-minute (maximum) in-class presentation (20%) which you must also submit to me in written form. You will also write a five-page rhetorical analysis of material that you choose yourself (20%) and a ten-page research paper (30%). You are also expected to make at least one contribution each week to the online class discussion (10%).

You will submit a draft of your research paper to me and to the members of your research group. You will be graded only on the revised version of this draft.

Grading
Written assignments, including drafts, are to be turned in at the beginning of the class period on the due date. Grades for late assignments, including drafts, will be lowered by one letter grade for every day after the due date. I will give incompletes only in emergencies.

Attendance
Regular attendance is mandatory and will be recorded. Absences due to illness or a family emergency will be excused as long as you provide adequate documentation, such as a note from the Student Health Center. Your grade for the class will be reduced by one letter grade for every unexcused absence after three (3). More than six (6) absence, excused or unexcused, will be considered grounds for a failing grade in the course. You are expected to arrive on time. If you come in after roll has been called, you must report to me at the end of class to ensure that your presence has been recorded.
Please speak with me immediately if any circumstances arise that make it difficult for you to attend class or to complete assignments on time. It is often possible to work out solutions to such problems, but you are responsible for keeping me informed about your situation. Don’t wait until the end of the semester, when we will have few alternatives.

Scholastic Dishonesty
The University of Hawai‘i regulations strictly forbid plagiarism and collusion. In this class, all material turned in for a grade must be your own original work. Submitting someone else’s writing as your own, arranging for someone else to do your writing for you, or purchasing papers will earn you a failing grade for the assignment and may result in a failing grade for the course. Please read the department’s statement on plagiarism and ask about any issues that you do not understand.

Required Texts
Bizzell, Patricia, and Bruce Herzberg, eds. *The Rhetorical Tradition: Readings from Classical Times to the Present* (Bedford 1990), and a course packet.

Reading Schedule
*Subject to change. All reading must be completed by the date for which it is assigned.*

**Monday, January 10**
introduction to the course: what is rhetoric? what is a tradition?

**Wednesday, January 12**
Bizzell and Herzberg, “General Introduction” (1 - 15)
Abraham Lincoln, “Gettysburg Address” 19 November 1863
Martin Luther King, Jr. “I Have a Dream” Address at March on Washington, 28 August 1963
[http://www.stanford.edu/group/King/speeches/address_at_march_on_washington.htm](http://www.stanford.edu/group/King/speeches/address_at_march_on_washington.htm)

**Friday, January 14**
Bizzell and Herzberg, “Introduction: Classical Rhetoric” (19 - 37)
Gorgias, “Encomium of Helen” (40 - 42)
Isocrates, “Against the Sophists” 46 - 49)

**Monday, January 17**
holiday: Martin Luther King, Jr. Day

**Wednesday, January 19**
Plato, *Gorgias* (61-82; to the line “Yes, what else, indeed, are we to say, Socrates?”)

**Friday, January 21**
Plato, *Gorgias* (82-112)

**Monday, January 24**
Plato, *Phaedrus* (113 - 122; to the line “Speak then without fear.”)

**Wednesday, January 26**
Plato, *Phaedrus* (122 - 143)

**Friday, January 28**
Weaver, “The Phaedrus and the Nature of Rhetoric” (1054 - 1065)
Monday, January 31

Wednesday, February 2
Aristotle, *Rhetoric*, Book II (179 - 194; from the line “The use of persuasive speech is to lead to decisions.”)

Friday, February 4
Ovid, *Metamorphosis*, “Ajax and Ulysses and the Arms of Achilles” (packet)

Monday, February 7

Wednesday, February 9

Friday, February 11
Quintillian, *Institutes of Oratory*, Book XII, Introduction - Chapter XI (346 - 362)
A Few Good Men (video on reserve)

Monday, February 14
Bizzell and Herzberg, “Introduction: Medieval Rhetoric” (367 - 380)
Augustine, “Concerning the Teacher,” Chapters I - VII (packet)

Wednesday, February 16
Augustine, “Concerning the Teacher,” Chapters VIII - XIV (packet)

Friday, February 18
Boethius, “An Overview of the Structure of Rhetoric” (425 - 428)
Anonymous, “The Principles of Letter Writing” (431 - 438)
Chaucer, “Retraction” (packet)

Monday, February 21
holiday: President’s Day

Wednesday, February 23
Bizzell and Herzberg, “Introduction: Renaissance Rhetoric” (463 - 482)
de Pisan, *The Treasure of the City of Ladies* (488 - 493)
Cereta, “Letter to Augustinius Aemilius, Curse against the Ornamentation of Women” and “Letter to Bibulus Sempronius, Defense of the Liberal Education of Women” (495 - 498)

Friday, February 25
Bacon, *The Advancement of Learning* (625 - 633) and *Novum Organum* (631 - 633)

Monday, February 28

Wednesday, March 1
Bizzell and Herzberg, “Introduction: Enlightenment Rhetoric”

Friday, March 3
Vico, *On the Study Methods of Our Time* (714 - 727)
Monday, March 6
Campbell, *The Philosophy of Rhetoric*, Chapter IV (753 - 755); Chapters VII - IX (771 - 787)

**Wednesday, March 8**
Blair, *Lectures on Rhetoric and Belles Lettres*, Lecture I (798 - 802); Lecture XXV (818 - 822); Lecture XXXII (822 - 827)

**Friday, March 10**
Whatley, *Elements of Rhetoric*, Introduction, Parts 1 - 3 (831 - 836)
Bain, *English Composition and Rhetoric* (874 - 877)
Hill, *The Principles of Rhetoric* (881 - 884)

**Monday, March 13**
Nietzsche, *On Truth and Lies in a Nonmoral Sense* (888 - 896)

**Wednesday, March 15**
Bizzell and Herzberg, “Introduction: Twentieth Century Rhetoric” (899 - 921)

**Friday, March 17**

**Monday, March 20**

**Wednesday, March 22**
Toulmin, *The Uses of Argument* (1106 - 1122)

**Friday, March 24**
review of rhetoric and logic
DUE: rhetorical analysis

March 27 - 31
Spring Break

**Monday, April 3**
Burke, *Language as Symbolic Action* (1034 - 1041)

**Wednesday, April 5**
Austin, *How to Do Things with Words* (packet)
Morisson, Noble Lecture, December 7, 1993
http://www.nobel.se/laureates/literature-1993-lecture.html

**Friday, April 7**
Butler, “On Linguistic Vulnerability” (packet)

**Monday, April 10**
Barthes, “Toys,” “Plastic,” “Myth Today” (packet)
DUE: draft of research paper
Wednesday, April 12
Foucault, *The Order of Discourse* (1154 - 1164)
Haynes, *Safe* (video on reserve)

Friday, April 14
Gates, “The Signifying Monkey and the Language of Signifyin(g): Rhetorical Difference and the Orders of Meaning” (1185 - 1223)

Monday, April 17
Kennedy, *Comparative Rhetoric* (packet)

Wednesday, April 19
Treaty of Annexation (packet)

Friday, April 21
holiday: Good Friday

Monday, April 24
Kennedy, Inaugural Address 20 January 1961
http://www.bartleby.com/124/pres56.html
Trask, “Neocolonialism and Indigenous Structures” Karasjokka, Norway, August 1990 (packet)
Clinton, Second Inaugural Address, 20 January 1997

Wednesday, April 26
Fell, “Women’s Speaking Justified, Proved, and Allowed by the Scriptures” (677 -685)
Cixous and Clément, *A Woman Mistress* (1245 - 1251)

Friday, April 28
Brent, “Rhetorics of the Web:Implications for Teachers of Literacy”
http://english.ttu.edu/kairos/2.1/features/brent/bridge.html

Monday, May 1
Berlin, James A. “Contemporary Composition: The Major Pedagogical Theories” (packet)

Wednesday, May 3
wrap-up
DUE: final research paper