Objectives
Computers and computer networks have already brought about significant changes in the way writers, critics, and teachers do their work. This seminar will focus on the impact of recent developments in electronic media (the Internet, the World WideWeb, hypertext and hypermedia, CD-ROM publishing, and virtual reality) on the concepts, assumptions, and methods of analysis that we have inherited from the traditions of rhetoric and aesthetics. We will read a number of the classical texts in these traditions alongside examples of contemporary electronic materials in order to formulate questions about how traditional rhetorical and aesthetic categories relate to these challenging new modes of representation and communication. How, for example, do the interactive dimensions of some electronic media reconfigure the rhetorical situation? How do patterns of dissemination of electronic documents, potentially global in scope but restricted by a number of socio-economic factors, condition the ability of these documents to appeal to (and construct) particular audiences? How can we conceive of argumentation carried out in a nonlinear hypertext medium?

The seminar is designed to address a wide range of student interests. The readings in rhetoric and aesthetics, which include authors such as Plato, Aristotle, Longinus, Augustine, Campbell, Nietzsche, Bakhtin, and Foucault, are essential for students in all areas of English studies. Students will also get an introduction to the diversity of contemporary media representing applications for literary and artistic creation, the teaching of writing and literature, technical communication, and public information. In light of the importance of images and interface design in many electronic documents, we will give particular attention to the developing field of visual rhetoric.

The seminar will be devoted primarily to discussion of the issues raised by the assigned readings and examples of electronic publications. No prior experience with computers or electronic media is required, but students must have an active UNUNIX email account and will be expected to participate in the class email discussion list. Some time will be devoted to workshops that will give participants enough familiarity with the practical dimensions of electronic document development to allow them to approach these materials as informed, confident critics.

Policy
I expect all seminar participants to conduct themselves professionally and responsibly throughout the semester. You must come to class every week and be prepared to discuss the readings assigned for that session.

Begin planning your written and oral contributions to the seminar right away. We will begin scheduling class presentations for the third week. You may produce précis for any three primary texts; I recommend that you don't wait until the last weeks of the semester to do them. All three précis are due by the last day of class, along with all other written work for the seminar.

I will accept late work only in extraordinary circumstances. The same policy applies to incompletes.
Materials

Required Texts


Media on Reserve
Hamilton Library has placed a number of hypertext materials on reserve for this class. The following materials will be assigned; more are available for you to examine and, if you like, to incorporate into your semester projects.

Q 315.G74 1995

(Macintosh 3.5 disk)
PS 3560.O885 A38 1990

(CD-ROM)
PS 3560.O885 T95 1996

BC 177.K595 1994

(2 Macintosh 2.5 disks)
PR 4588.D54 1992

(Macintosh 3.5 disk)
PS 3562.A 733 M37 1993
World Wide Web

Keynote Address, CCCC 1998.
http://www.ncte.org/forums/selfe/

Sterling, Bruce. “Short History of the Internet.”
The Magazine of Fantasy and Science Fiction, February 1993

Syverson, Margaret A. “Patterns and Process of Reasoning in Virtual Worlds.”
http://www.cwrl.utexas.edu/~syverson/papers/vwsim98.html
January 6, 1999.

Other WWW resources will be assigned or recommended throughout the semester.

Assignments
Semester grades will be based on the following assignments:
• written précis on your choice of three (3) primary texts (20%);
• an in-class report on an assigned text (an expansion of one précis) (15%);
• an in-class presentation based on your semester project (plus a written proposal) (15%);
• a term paper of 20-25 pages (50%).

All class participants are expected to submit at least one (1) weekly post to the online class discussion list.
Précis are due on the day the text is scheduled for discussion.
Term papers are due on the last day of class.
Reading Schedule
All reading must be completed by the date for which it is assigned.
Please also read the relevant introductory material in Bizzell and Herzberg.

January 11  Media and the Rhetorical Tradition
Gorgias, “Encomium of Helen” (Bizzell/Herzberg 40 - 42)
schedule technical workshops

January 18  Martin Luther King, Jr. Day
(technical workshops this week)

January 25  Beginnings of Rhetoric in the West: Plato and the Sophists
Isocrates, Against the Sophists and from Antidosis (Bizzell/Herzberg 46 - 54)
Plato, Gorgias and Phaedrus (Bizzell/Herzberg 61 - 143)
Eagleton, “A Short History of Rhetoric” (handout)

February 1  Connecting Rhetoric, Aesthetics, and Media
Aristotle, from Rhetoric (Bizzell/Herzberg 151 - 194) and Poetics Books 1 - 12
Landow, “Hypertext: An Introduction,” Hypertext 2.0
McLuhan, “The Medium is the Message” (handout)
Sterling, Bruce. “Short History of the Internet.”

February 8  Rhetoric and the Sensorium
Aristotle, Poetics Books 13 -26
Longinus, On the Sublime
Austin, from Chironomia (Bizzell/Herzberg 739 - 745)
Mitchell, “Eye and Ear: Edmund Burke and the Politics of Sensibility” (handout)

February 15  Presidents' Day

February 22  Classical Categories, Contemporary Contexts
Cicero, Of Oratory, Book I
Quintilian, Institutes of Oratory, Book II, Chapters 1 - 10 (Bizzell/Herzberg 297 - 314) and Book 12, “Introduction” - Chapter XI (Bizzell/Herzberg 346 - 363)
Boethius, “An Overview of the Structure of Rhetoric” (Bizzell/Herzberg 425 - 428)
Landow, Hypertext 2.0, Chapters 3-4
Lanham, “Digital Rhetoric and the Digital Arts” (handout)

March 1  Rhetoric and the Design of Information I
Augustine, On Christian Doctrine, Book 4 (Bizzell/Herzberg 386-422)
Campbell, from The Philosophy of Rhetoric, Chapters 1 and 4 (Bizzell/Herzberg 749-755) and Chapters 7-10 (Bizzell/Herzberg 771-795)
Whatley, from Elements of Rhetoric, “Introduction” (Bizzell/Herzberg 831-842)
Landow, Hypertext 2.0, Chapter 5
March 8  **Rhetoric and the Design of Information II**
Burke, from *A Grammar of Motives* (Bizzell/Herzberg 992-1018)
and from *Language as Symbolic Action* (Bizzell/Herzberg 1034-1041)
Fleming, “Interface and Interaction Design” (handout)
Rosenfeld and Moreville, “Organizing Information” and
“Designing Navigation Systems” (handout)

March 15  **Rhetoric and Networks of Power I**
Nietzsche, “On Truth and Lies in a Nonmoral Sense” (Bizzell/Herzberg 888-896)
Bakhtin, from *Marxism and the Philosophy of Language* (Bizzell/Herzberg 928-944)
Richards, from *The Meaning of Meaning*, (Bizzell/Herzberg 967-974)
Foucault, from “The Order of Discourse” (Bizzell/Herzberg 1154-1164)

March 22  **Spring Break**

March 29  **Rhetoric and Networks of Power II**
de Pisan, from *The Treasure of the City of Ladies* (Bizzell/Herzberg 488-493)
Cereta, “Letter to Bibulus Sempronius” (Bizzell/Herzberg 495-498)
Fell, “Women’s Speaking Justified, Proved, and Allowed by the Scriptures”
(Bizzell/Herzberg 677-685)
Grimké, from *Letters on the Equality of the Sexes and the Condition of Woman*
(Bizzell/Herzberg 685-696)
Gates, “The Signifying Monkey and the Language of Signifyin(g)”
(Bizzell/Herzberg 1193-1223)

April 5  **Digital Cultural Production I**
Landow, *Hypertext 2.0*, Chapter 6
Aarseth, *Cybertext*, Chapters 1 - 4
Joyce, *afternoon, a story* (reserve)
Larsen, *Marble Springs* (reserve)

April 12  **Digital Cultural Production II**
Aarseth, *Cybertext*, Chapters 5-9
Greco, *Cyborg: Engineering the Electronic Body* (reserve)
(seminar participants recommend additional materials)

April 19  **Argumentation I**
Perelman and Olbrechts-Tyteca, from *The New Rhetoric* (Bizzell/Herzberg 1068-1072)
Kolb, *Socrates in the Labyrinth* (reserve)
Syverson, “Patterns and Process of Reasoning in Virtual Worlds.”
April 26  
**Argumentation II**  
Toulmin, from *The Uses of Argument* (Bizzell/Herzberg 1106-1122)  
and from *Logic and the Criticism of Arguments* (Bizzell/Herzberg 1123-1125)  
Blair, “The Possibility and Actuality of Visual Arguments” (handout)  
Janangelo, “Joseph Cornell and the Artistry of Composing Persuasive Hypertexts”  
(handout)  

May 3  
**Rhetoric, Media, and Teaching**  
Bacon, from *The Advancement of Learning* (Bizzell/Herzberg 625-631)  
Vico, from *On the Study Methods of Our Time* (Bizzell/Herzberg 714-727)  
Landow, *Hypertext 2.0*, Chapters 7 - 8  