

## SPC 4680

**Title** Rhetorical Criticism  
**Theme** Rhetorics and Cultures

**Professor** Raúl Sánchez

**Section** 9131  
**Term** Spring 2020  
**Place** Rolfs 115  
**Days/Times** MWF 6 (12:50-1:40)

**Contact** [rsanchez@ufl.edu](mailto:rsanchez@ufl.edu)  
392.294.2884

**Office** Turlington 4117  
**Hours** Wednesday 5 (11:45-12:35), *and by appointment*

**Description** This course examines theories of rhetoric by examining rhetoric's relation to culture. If *rhetoric* refers to systems of symbol use, and if *culture* refers to forms of social organization, then the relation between rhetoric and culture must be intimate, because you need symbols in order to organize societies.

**Plan** We will read, discuss, and write about several texts—two to three per week—that address theories of rhetoric, theories of culture, or both.

**Texts** All are available on the course's Canvas site.

**Assignments** Questions In which you post, onto the Canvas discussion board, a substantive question about each reading assignment. *50-100 words each. Due at 9:00 p.m. the night before class.*  
**1 point each (20 points total)**  
4 Essays In which you analyze and synthesize the reading assignments. *1000/1000/1000/1500 words. See Schedule for due dates.*  
**20 points each**

**Criteria** Questions Identify compelling or confusing parts of reading assignments. Explain how the parts are compelling or confusing.  
Essays Examine concepts from the reading assignments, in detail. Relate these concepts to each other. Write clearly and concisely.

**Grading** E (zero points) Assignment is incomplete, or was not submitted.  
D range Struggles to meet criteria. Content and form need work.  
C range Meets criteria. Content and form are adequate.  
B range Tries to exceed criteria. Experiments with content and form.  
A range Exceeds criteria. Content and form are exceptional.

*Note: In this context, "exceed" means pushing yourself to think and write in unfamiliar but ultimately productive ways—for example, ditching the five-paragraph model for subtler forms. We will discuss this in class, several times.*

<b>Point Scale</b>	<i>Letter</i>	<i>Assignments</i>	<i>Total</i>
	D-	12	60-63
	D	13	64-66
	D+	na	67-69
	C-	14	70-73
	C	15	75-76
	C+	na	77-79
	B-	16	80-83
	B	17	84-86
	B+	na	87-89
	A-	18	90-93
	A	19-20	94-100

<b>Late Work</b>	Will not be accepted. Plan ahead for any and all technical difficulties.
<b>Attendance</b>	Your course grade drops by one full letter for each “unacceptable” absence after three. Please see this <a href="#">link</a> for details: <a href="https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/">https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/</a>
<b>Plagiarism</b>	If you plagiarize a draft or final version of any assignment (including the Questions), you earn an E for the course, and I report the incident to the Dean of Students Office. In other words, you must abide by the Student Honor Code and Student Conduct Code. For more information, including explanations of “plagiarism” and “submission of academic work purchased or obtained from an outside source,” please visit this link: <a href="https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/">https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/</a>
<b>Appeal</b>	You may appeal your final course grade by consulting Prof. Kenneth Kidd, Associate Chair, Department of English. His email address is <a href="mailto:kbkidd@ufl.edu">kbkidd@ufl.edu</a> .
<b>GPA</b>	This <a href="#">link</a> explains how UF assigns points to your course grades: <a href="https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/">https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/</a>
<b>Evaluations</b>	Toward the end of the semester, you will receive email messages asking you to evaluate this course. <a href="#">Here</a> is a link to the course evaluation website: <a href="https://evaluations.ufl.edu/evals/Default.aspx">https://evaluations.ufl.edu/evals/Default.aspx</a>  Here is a link to past evaluations: <a href="https://evaluations.ufl.edu/results/">https://evaluations.ufl.edu/results/</a>
<b>Disabilities</b>	The <a href="#">Disability Resource Center</a> in the Dean of Students Office provides information and support regarding accommodations for students with disabilities. For more information, please visit this link for details: <a href="https://drc.dso.ufl.edu">https://drc.dso.ufl.edu</a>
<b>Counseling and Wellness</b>	If you are experiencing distress or a personal crisis, you may call the Counseling and Wellness Center at 352-392-1575. Please visit this link for details: <a href="https://counseling.ufl.edu/">https://counseling.ufl.edu/</a>
<b>Sexual Harassment</b>	UF provides an educational and working environment that is free from sex discrimination and for its students, staff, and faculty. Please visit this link for details: <a href="https://hr.ufl.edu/forms-policies/policies-managers/sexual-harassment/">https://hr.ufl.edu/forms-policies/policies-managers/sexual-harassment/</a>

<b>Schedule:</b>	<b>Week 1</b>	
	1/6	Introduction
	1/8	Introduction
	1/10	Bitzer, "The Rhetorical Situation"
	<b>Week 2</b>	
	1/13	Edbauer, "Unframing Models of Public Distribution: From Rhetorical Situation to Rhetorical Ecologies"
	1/15	Edbauer, <i>continued</i>
	1/17	Royster, "Disciplinary Landscaping, or, Contemporary Challenges in the History of Rhetoric"
	<b>Week 3</b>	
	1/20	No class (Martin Luther King, Jr. Day)
	1/22	Royster, <i>continued</i>
	1/24	Review for Essay 1
	1/25 (Saturday)	Essay 1 due at 11:59 p.m.
	<b>Week 4</b>	
	1/27	No class (individual conferences)
	1/29	No class (individual conferences)
	1/31	No class (individual conferences)
	<b>Week 5</b>	
	2/3	Mao, "Reflective Encounters: Illustrating Comparative Rhetoric"
	2/5	Mao, <i>continued</i>
	2/7	Hum and Lyon, "Recent Advances in Comparative Rhetoric"
	<b>Week 6</b>	
	2/10	Cortez, "Of Exterior and Exception: Latin American Rhetoric, Subalternity, and the Politics of Cultural Difference"
	2/12	Cortez, <i>continued</i>
	2/14	Villanueva, "Rhetoric of the First 'Indians': The Taínos of the Second Voyage of Columbus"
	<b>Week 7</b>	
	2/17	Review for Essay 2
	2/19	No class (office hour)
	2/21	No class (office hour)
	2/22 (Saturday)	Essay 2 due at 11:59 p.m.
	<b>Week 8</b>	
	2/24	No class (individual conferences)
	2/26	No class (individual conferences)
	2/28	No class (individual conferences)
	<b>Week 9</b>	
	3/2	Spring Break
	3/4	Spring Break
	3/6	Spring Break
	<b>Week 10</b>	
	3/9	Lyons, "Rhetorical Sovereignty: What Do American Indians Want from Writing?"
	3/11	Lyons, <i>continued</i>
	3/13	Powell, "Rhetorics of Survivance: How American Indians Use Writing"
	<b>Week 11</b>	
	3/16	Powell, <i>continued</i>
	3/18	Driskill, "Decolonial Skillshares: Indigenous Rhetorics as Radical Practice"
	3/20	Ríos, "Performing Nahua Rhetorics for Civic Engagement"

**Week 12**

3/23 Review for Essay 3  
 3/25 No class (CCCC Convention)  
 3/27 No class (CCCC Convention)  
 3/28 (Saturday) Essay 3 due at 11:59 p.m.

**Week 13**

3/30 No class (individual conferences)  
 4/1 No class (individual conferences)  
 4/3 No class (individual conferences)

**Week 14**

4/6 Powell, et al., "Our Story Begins Here: Constellating Cultural Rhetorics"  
 4/8 Powell, et al., *continued*  
 4/10 Medina-López, "Rasquache Rhetorics: A Cultural Rhetorics Sensibility"

**Week 15**

4/13 Haas, "Toward a Digital Cultural Rhetoric"  
 4/15 Arola, "A Land-Based Digital Design Rhetoric"  
 4/17 Banks, "Groove: Synthesizing African American Rhetoric and Multimedia Writing through the Digital Griot"

**Week 16**

4/20 Banks, *continued*  
 4/22 Review for Essay 4  
 4/25 (Saturday) Essay 4 due at 11:59 p.m.

**Week 17 (Finals Week)**

4/27 Individual conferences  
 4/29 Individual conferences  
 5/1 Individual conferences