

## SPC 4680: Rhetorical Criticism

<b>Theme</b>	Issues in the Study of Rhetoric	<b>Professor</b>	Raúl Sánchez
<b>Section</b>	8RS1	<b>Contact</b>	<a href="mailto:rsanchez@ufl.edu">rsanchez@ufl.edu</a> or Canvas email
<b>Term</b>	Fall 2023	<b>Office</b>	Turlington 4117
<b>Place</b>	Rolfs 115	<b>Hours</b>	Wednesday 5 (11:45-12:35) and by appointment
<b>Days/Times</b>	MWF 6 (12:50-1:40)		

**Description** *Rhetoric* is the word ancient Greeks used 2300 years ago (or thereabouts) to describe various forms of public, spoken, persuasive language. Since then, *rhetoric* has come to describe many different forms of communication undertaken for many different purposes: spoken and written language, still and moving images, sounds of various kinds, and more. It's a wide and deep concept. It's also an area of inquiry: there are people who study it. Or, rather, they study some aspect of it.

This course introduces you to conceptual issues involved in the study of *rhetoric*. Specifically, it introduces you to some questions scholars in recent decades have asked about how best to study *rhetoric*. These are questions of theory and method.

**Plan** We will discuss and write about issues involved in the study of *rhetoric* as these issues are reflected in the materials we read. These materials are essays and book chapters written by scholars of rhetoric. They are intended for other scholars, not for general audiences, so we will read them slowly and carefully.

**Texts** All reading assignments are available via Canvas.

**Assignments** Questions (23) In which you identify and post—to Canvas—an unclear, confusing, or compelling passage in each reading assignment, explaining why you find it so.

*Due at 9:00 p.m. the night before class.*

**1 point each: 20 points total**

**Note: you may skip three (3) Questions for any reason.**

Writing Assignments (4) In which you analyze specific parts of each essay under consideration and synthesize them.

*500, 750, 750, and 500 words. See Schedule for due dates and times.*

**20 points each: 80 points total**

**Criteria** Questions Generally, the more meaningful detail you include, the better.

Writing Assignments Choose representative (i.e., not random or trivial) parts to analyze. Synthesize those parts coherently.

**Grading** Questions Credit/No credit.

Writing Assignments E (zero points) Assignment incomplete or not submitted.  
D range Struggles to meet criteria.  
C range Meets criteria.  
B range Tries to exceed criteria.  
A range Exceeds criteria.

*Note: In this context, to “exceed” means to push yourself to think and write in unfamiliar but productive ways—for example, ditching the five-paragraph model for subtler forms.*

Point Scale	Letter	Number	Total
	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

**Late Work** I accept late work in limited circumstances. Please plan for technical difficulties.

**Attendance** Your course grade drops by one full letter for each “unacceptable” absence after three (3). This policy comports with UF's attendance policies, which you can find here: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.

**Plagiarism** 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. 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 <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

**Appeal** You may appeal your final course grade by consulting Prof. Kenneth Kidd, Associate Chair, Department of English. His email address is [kbkidd@ufl.edu](mailto:kbkidd@ufl.edu).

**GPA** This link explains how UF assigns points to your course grades: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>.

**Evaluations** UF expects you to provide professional and respectful feedback on the quality of instruction in this course. When the course evaluation period opens, you will receive an email from GatorEvals. You can reach the evaluation form through that email, or through Canvas, or via <https://ufl.bluera.com/ufl/>. You can see summaries of course evaluation results at <https://gatorevals.aa.ufl.edu/public-results/>. You can get guidance on how to give feedback in a professional and respectful manner at <https://gatorevals.aa.ufl.edu/students/>.

**Disabilities** If you have a disability that presents learning barriers, and if you would like to request academic accommodations, please connect with the Disability Resource Center at <https://disability.ufl.edu/get-started/>. If you receive (or already have) an accommodation letter from the DRC, please share it with me as soon as possible so we can discuss your access needs.

**Health, Counseling, and Wellness** *U Matter, We Care*: if you or someone you know is in distress, please reach out to [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit <https://umatter.ufl.edu> to report a concern. A team member will reach out to the person in distress.

*Counseling and Wellness Center*: for information on crisis and non-crisis services, visit <https://counseling.ufl.edu> or call 352-392-1575.

*Student Health Care Center*: for 24/7 information to help you find the care you need, call 352-392-1161 or visit <https://shcc.ufl.edu>.

*University Police Department*: visit <https://police.ufl.edu> or call 352-392-1111 (or 911 for emergencies).

*UF Health Shands Emergency Room / Trauma Center*: for immediate care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road in Gainesville. <https://ufhealth.org/locations/uf-health-shands-emergency-room-trauma-center/>.

*GatorWell Health Promotion Services*: for prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit <https://gatorwell.ufsa.ufl.edu> or call 352-273-4450.

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Invasion of  
Privacy**

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**Schedule**

**Week 1**

8/23 Introduction  
8/25 Introduction, *part 2*

**Week 2**

8/28 *Rhetoric* according to Gen AI.  
8/30 Lloyd Bitzer, "The Rhetorical Situation"  
9/1 Bitzer, *continued*

**Week 3**

9/4 **No class (Labor Day)**  
9/6 Jenny Edbauer, "Unframing Models of Public Distribution: From Rhetorical Situation to Rhetorical Ecologies"  
9/8 Edbauer, *continued*

**Week 4**

9/11 Jacqueline Jones Royster, "Disciplinary Landscaping, or Contemporary Challenges in the History of Rhetoric"  
9/13 Royster, *continued*  
9/15 Gen AI invention activity for Writing Assignment 1

9/17 Writing Assignment 1 due via Canvas at 11:59 p.m.

**Week 5**

9/18 **No class (individual conferences)**  
9/20 **No class (individual conferences)**  
9/22 **No class (individual conferences)**

**Week 6**

9/25 LuMing Mao, "Reflective Encounters: Illustrating Comparative Rhetoric"  
9/27 Mao, *continued*  
9/29 Sue Hum and Arabella Lyon, "Recent Advances in Comparative Rhetoric"

**Week 7**

10/2 Hum and Lyon, *continued*  
10/4 TBA  
10/6 **No class (Homecoming)**

**Week 8**

10/9 LuMing Mao, "Beyond Bias, Binary, and Border: Mapping out the Future of Comparative Rhetoric"  
10/11 Mao, *continued*

10/13 Gen AI invention activity for Writing Assignment 2

10/15 Writing Assignment 2 due via Canvas at 11:59 p.m.

**Week 9**

10/16 No class (individual conferences)

10/18 No class (individual conferences)

10/20 No class (individual conferences)

**Week 10**

10/23 Scott Richard Lyons, "Rhetorical Sovereignty: What Do American Indians Want from Writing?"

10/25 Lyons, *continued*

10/27 Amanda E. Hayes, "Writing Takes Place" and "Ethos"

**Week 11**

10/30 Hayes, *continued*

11/1 Lisa King, "Sovereignty out from Under Glass? Navigating Art and Literature in the Pacific"

11/3 King, *continued*

**Week 12**

11/6 Gen AI invention activity for Writing Assignment 3

11/8 TBA

11/10 No class (Veteran's Day)

11/12 Writing Assignment 3 due at 11:59 p.m.

**Week 13**

11/13 No class (individual conferences)

11/15 No class (individual conferences)

11/17 No class (individual conferences)

**Week 14**

11/20 TBA

11/22 No class (Thanksgiving)

11/25 No class (Thanksgiving)

**Week 15**

11/27 Jay Dolmage, "Metis, *Métis*, *Mestiza*, Medusa: Rhetorical Bodies across Rhetorical Traditions"

11/29 Dolmage, *continued*

12/1 Karma R. Chávez, "The Body: An Abstract and Actual Rhetorical Concept"

**Week 16**

12/4 Chávez, *continued*

12/6 Gen AI invention activity for Writing Assignment 4

12/8 No class (Reading Day)

12/10 Writing Assignment 4 due at 11:59 p.m.

**Week 17 (Finals Week)**

12/11 No class (individual conferences)

12/13 No class (individual conferences)

12/15 No class (individual conferences)