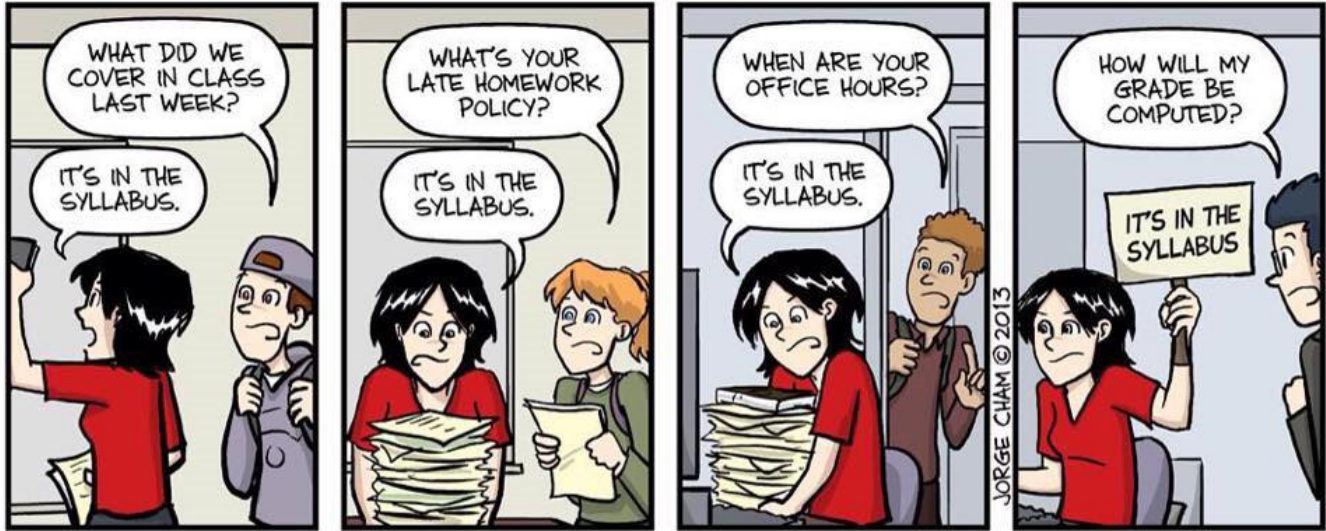


PERSUASIVE COMMUNICATION (COM 202)  
Sec 2 (11 am, Fell 176)

Instructor: Chad Woolard  
Office: Fell 422  
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# IT'S IN THE SYLLABUS

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## CATALOG COURSE DESCRIPTION

Provides the student an opportunity to develop skills in persuasive communication in a variety of situations. Focuses on message content and organization appropriate for different situations and audiences.

## COURSE MATERIALS

Textbook:

Palczewski, C. H., Ice, R., & Fritch, J. (2022). *Rhetoric in civic life* (3<sup>rd</sup> Ed.). State College, PA: Strata.

In addition to the textbook, there are numerous readings, including book chapters and scholarly articles, provided through Canvas.

## **ATTENDANCE (100 pts) AND PARTICIPATION (50 pts)**

Participation is a function of attendance, demonstration of having read the material, asking questions that extend the thinking of the class and instructor, contributing relevant examples, and demonstrating respect for the contributions of classmates. It is important that students are engaged in discussion and also express their opinions and thoughts to the class, even if it is something other students have expressed. It is in your best interest to attend class regularly; the reading, lecture, class discussion, and activities are directly related to the course assignments and final grade for the course. Your Attendance and Participation grades will be determined by your attendance, contributing to class discussion, and your participation during presentations (both as a presenter and audience member). Attendance will be taken every class period and will be recorded on a physical sign in sheet and then will be entered into the Canvas Attendance tool. Canvas Attendance only has 3 options to record attendance, Present, Late, and Absent. "Present" and "Absent" are straight forward, but I will use "Late" to designate an Excused Absence (EA). Excused Absences are absences for university related travel (i.e., athletics, debate/forensics, etc.), documented illness or injury, or student accommodations. These absences must be confirmed/verified through some official university means (communication from a coach or advisor, the Dean of Students, or Student Accommodations offices) and you must be able to show documentation for the absence. If you participate in university extracurricular activities or have a documented accommodation you should receive an official letter for your instructors. If your absence is due to injury or illness you should contact the Dean of Students' office and they can help you to verify and communicate with your instructors. **DO NOT EMAIL ME ABOUT AN ABSENCE UNLESS YOU CAN PROVIDE DOCUMENTATION THROUGH THE APPROPRIATE UNIVERSITY OFFICE.**

## **ASSIGNMENTS AND EVALUATION**

|  |                |
|--|----------------|
| Defining Rhetoric and Civic Engagement Essay   | 30 pts         |
| Political Ideology Survey and Essay            | 30 pts         |
| Refuting Arguments Essay                       | 50 pts         |
| Rhetorical Artifact 1 Essay                    | 50 pts         |
| Rhetorical Artifact 2 Essay                    | 50 pts         |
| Redefining Rhetoric and Civic Engagement Essay | 50 pts         |
| Identifying Policy Problems Report             | 30 pts         |
| Policy Analysis Research Proposal              | 30 pts         |
| Policy Analysis Final Project                  | 100 pts        |
| Policy Analysis Presentation                   | 30 pts         |
| Attendance                                     | 100 pts        |
| Participation:                                 | 50 pts         |
| <b>Total:</b>                                  | <b>600 pts</b> |

The grading scale is a standard ten percentage point scale:

90-100% = A; 80%-89% = B; 70%-79% = C; 60-69% = D; below 60% = F

## **ACTIVITIES**

You are expected to come to class prepared to discuss and participate in activities associated with the readings. I will lecture over the material you have read and synthesize the material into discussions and activities, in which you will play a large role.

## **COURSE POLICIES**

**UNIVERSITY BEREAVEMENT POLICY:** Students who experience the death of an immediate family member or relative as defined in the University Student Bereavement Policy will be excused from class for funeral leave, subsequent bereavement, and/or travel considerations. Students are responsible for providing appropriate documentation to the Dean of Students office and for contacting the instructor as soon as possible to

make arrangements for completing missed work. More information is available in the Student Bereavement Policy at <http://policy.illinoisstate.edu/students/2-1-27.shtml>.

**ASSIGNMENT DUE DATES:** All speeches, assignments, and exams must be completed on the date assigned. If you do not turn in assignments the dates, they are due you will receive a ZERO for that assignment unless an alternate due date has been previously approved, or documentation has been provided for extreme circumstances. I do not accept any emailed assignments—all assignments need to be submitted in print or through Canvas. In some situations, I may allow you to email an assignment and later turn in a paper copy; however, this requires prior permission.

### **BEHAVIORAL EXPECTATIONS POLICIES AND PROCEDURES:**

**Professional Courtesy.** Professional courtesy includes respecting others' opinions, not interrupting in class, being respectful to those who are speaking, and working together in a spirit of cooperation. I expect you to demonstrate these behaviors at all times in this class. With that in mind, sleeping, reading materials irrelevant to class purposes, texting, or disrupting the class will not be tolerated and will result in the student being considered absent for that particular class period.

**Presentation Etiquette.** On presentation days, you have dual responsibilities as a speaker and an audience member. When you are presenting, you will dress appropriately. When you are an audience member, you will be attentive and ask challenging but constructive questions when the presentation is finished. Because most people are nervous when they present, you will be supportive both verbally and nonverbally. You will never enter or leave the room while a presentation is in progress.

**Behavioral Expectation Policy.** Should any student violate the expectations of appropriate classroom behavior (as mentioned in the professional courtesy and presentation etiquette policies above), the instructor will schedule a meeting to discuss these expectations and develop a behavioral modification plan. If these behaviors persist, you will be at risk of failing the course.

**EMAIL ETIQUETTE:** I use email to deliver some course materials and assignments in addition to Canvas and the textbook websites. I also will answer questions and address problems through email. I encourage you to email with this issues and concerns; however, I need some basic information from you to properly and quickly answer your email: 1) A subject line that tells me what you are emailing me about (i.e., Assignment, Question about X assignment, etc.). 2) Your full name, most of the time the only information I get through the email system is your email address, not your full name. 3) Your class section or class time. If you can provide me with this information, I can quickly address your concerns.

**TECHNOLOGY:** Technology is an ever-changing part of our daily lives and offers new opportunities for learning, but also it can be a cause of distraction in the classroom. All cell phones should be turned off or set to silent during class. Text messaging is prohibited during class! I allow the use of laptops and PDAs as long as they are used for academic purposes (i.e., taking notes, working on class assignments, etc.). If the use of technology becomes a distraction, I reserve the right to confiscate the devices for the remainder of class that day and/or prohibit the use of any device in class.

**CHEATING/PLAGIARISM:** Students are expected to be honest in all academic work, consistent with the academic integrity policy as outlined in the *Code of Student Conduct*. All work is to be appropriately cited when it is borrowed, directly or indirectly, from another source. Unauthorized and unacknowledged collaboration on

speech topics and/or the presentation of someone else's work warrants plagiarism. Students found to inadvertently commit acts of dishonesty will receive appropriate penalties specific to the assignment in question. Students found to commit intentional acts of dishonesty will receive a failing grade in the course and will be referred for appropriate disciplinary action through Community Rights and Responsibilities.

**SPECIAL NEEDS:** Any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact Student Access and Accommodation Services at 350 Fell Hall, (309) 438-5853, or visit the website at [www.StudentAccess.IllinoisState.edu](http://www.StudentAccess.IllinoisState.edu).

**MENTAL HEALTH RESOURCES:** Life at college can get very complicated. Students sometimes feel overwhelmed, lost, experience anxiety or depression, struggle with relationship difficulties or diminished self-esteem. However, many of these issues can be effectively addressed with a little help. Student Counseling Services (SCS) helps students cope with difficult emotions and life stressors. Student Counseling Services is staffed by experienced, professional psychologists and counselors, who are attuned to the needs of college students. The services are FREE and completely confidential. Find out more at [Counseling.IllinoisState.edu](http://Counseling.IllinoisState.edu) or by calling (309) 438-3655.

**Tentative Schedule**  
**(All assignment and dates are subject to change)**

**Week 1 (Jan 15-19)**

**(M) No Class, MLK Jr. Holiday**

(W) Course Introduction

(F) Rhetoric as Civic Action and Rhetorical Constraints  
**Assign Defining Rhetoric and Civic Engagement Essay**

**Readings:**

**Palczewski et al., 2022,  
Chap. 1 & 2**

**Week 2 (Jan 22-26)**

(M) Defining Citizenship and Civic Engagement  
**Assign Pew Political Ideology Survey and  
Essay**

**Dalton, 2009;  
Woolard, 2017**

(W) Defining Citizenship and Civic Engagement

**Dalton, 2009;  
Woolard, 2017**

(F) Defining Citizenship and Civic Engagement  
**Defining Rhetoric and Civic Engagement Essay Due**

**Dalton, 2009;  
Woolard, 2017**

**Week 3 (Jan 29-Feb 2)**

(M) Information Literacy, Fake News, and “Spin”

**Woolard, 2018; Jackson &  
Jamieson, 2007**

(W) Information Literacy, Fake News, and “Spin”

**Woolard, 2018; Jackson & Jamieson,  
2007**

(W) Information Literacy, Fake News, and “Spin”

**Woolard, 2018; Jackson & Jamieson,  
2007**

**Week 4 (Feb 5-9)**

(M) Power, Ideology, and Rhetorical Criticism

**Sillars & Gronbeck, 2001,  
Chap. 12; Pew, 2021**

(W) Power, Ideology, and Rhetorical Criticism

**Sillars & Gronbeck, 2001,  
Chap. 12; Pew, 2021**

(F) Power, Ideology, and Rhetorical Criticism  
**Pew Political Survey and Essay Due**

**Sillars & Gronbeck, 2001,  
Chap. 12; Pew, 2021**

**Week 5 (Feb 12-16)**

(M) Rhetoric and Language

**Palczewski et al., 2022,  
Chap. 3**

(W) Rhetoric and Language

**Palczewski et al., 2022,  
Chap. 3**

(F) Rhetoric and Language

**Palczewski et al., 2022,  
Chap. 3**

**Week 6 (Feb 19-23)**

(M) Visual Rhetoric

**Assign “Find a Political Meme” Activity**

**Palczewski et al., 2022,  
Chap. 4**

(W) Visual Rhetoric

**Palczewski et al., 2022,  
Chap. 4**

(F) Memes, Visual Culture, and Politics

**Woods & Hahner, 2019**

**Week 7 (Feb 26-Mar 1)**

(M) Argument

**Assign Refuting Arguments Paper**

**Palczewski et al., 2022,  
Chap. 5**

(W) Argument

**Palczewski et al., 2022,  
Chap. 5**

(Th) Narrative and Storytelling

**Palczewski et al., 2022,  
Chap. 6**

**Week 8 (Mar 4-8)**

(M) Incivility and Divisive Discourse

**Assign Identifying Policy Problems Report**

(W) Incivility and Divisive Discourse

**Herbst, 2010; Zompetti,  
2017**

**Herbst, 2010; Zompetti,  
2017**

(F) Incivility and Divisive Discourse

**Assign Policy Analysis Project and Proposal  
Refuting Arguments Paper Due**

**Herbst, 2010; Zompetti,  
2017**

**Week 9 (Mar 11-15)**

**No Class, Spring Break**

**Week 10 (Mar 18-22)**

(M) Rhetors

**Palczewski et al., 2022,  
Chap. 7**

(W) Audiences

**Palczewski et al., 2022,  
Chap. 8**

(F) Audiences

**Policy Analysis Proposal Due  
Assign Rhetorical Artifact 1 Paper**

**Palczewski et al., 2022,  
Chap. 8**

**Week 11 (Mar 25-29)**

(M) Rhetorical Situations

**Palczewski et al., 2022,  
Chap. 9**

(W) Rhetorical Situations

**Palczewski et al., 2022,  
Chap. 0**

(F) Publics and Counterpublics

**Palczewski et al., 2022,  
Chap. 10**

**Week 12 (Apr 1-5)**

(M) Public Policy and Policy Analysis

**Dunn, 1992, Chap. 3, 5, & 8**

(W) Policy Analysis Workshop

(F) Policy Analysis Workshop

**Rhetorical Artifact 1 Paper Due  
Assign Rhetorical Artifact 2 Paper**

**Week 13 (Apr 8-12)**

(M) Social Movement Rhetoric

**Bowers et al, 2010, Chap. 1  
& 2; Stewart et al. 2013,  
Chap. 3, 6, & 8**

(W) Social Movement Rhetoric

**Bowers et al, 2010, Chap. 1  
& 2; Stewart et al. 2013,  
Chap. 3, 6, & 8**

(F) Social Movement Rhetoric

**Bowers et al, 2010, Chap. 1  
& 2; Stewart et al. 2013,  
Chap. 3, 6, & 8**

**Week 14 (Apr 15-19)**

(M) Policy Analysis Workshop

(W) Policy Analysis Workshop

(F) Policy Analysis Workshop

**Assign Redefining Rhetoric and Civic Engagement Essay  
Rhetorical Artifact 2 Paper Due**

**Week 15 (Apr 15-19)**

(M) Policy Analysis Workshop

(W) Policy Analysis Workshop

(F) Policy Presentations

**Week 16 (Apr 22-26)**

(M) Policy Presentations

(W) Policy Presentations

(F) Policy Presentations

**Policy Presentation Due**

**Redefining Rhetoric and Civic Engagement Essay Due**

**Week 17 (Apr 29-May 3)**

Finals Week

**(TBA) Finals Week: Policy Analysis Paper Due**