

2202G: Winning Your Argument: Rhetorical Strategy in a Visual Age Winter 2019

Section: 650

Email: Please use OWL Message

Professor: Tim Freeborn

Course Description and Objectives

Argument: n. 1. An exchange of differing or opposing views, typically a heated or angry one; 2. A reason or set of reasons given with the aim of persuading others that an action or idea is right or wrong; 3. A summary of the subject matter of a book.

--from *Merriam-Webster Online*, 2005, p. 82

Rhetoric: n. 1. The art of effective or persuasive speaking or writing, esp. the use of figures of speech or other compositional techniques; 2. Language designed to have a persuasive or impressive effect on its audience, but is often regarded as lacking in sincerity or meaningful content.

--from *Merriam-Webster Online*, 2005, p. 1452

This intensive and practical study of exposition in discursive writing in this course, as its calendar description states, introduces students to the foundations of grammar, the rhetoric of presentation and persuasion, and considers diverse types of prose across multiple disciplines, focusing on an analysis of visual rhetoric and argumentation, including websites,

In our attempt to accomplish these objectives and to better understand how arguments of all kinds are constructed, we will examine a variety of rhetorical techniques and analyse arguments of all forms. To

Peer Review

For each assignment, you will participate in a peer review, which will be conducted through the Forum tab, in an appropriately titled section. For the first two assignments involving a peer-review session, you must upload a draft to the peer-review forum by Monday at midnight. You must respond to at least two of your classmates' drafts by Friday at midnight. You will have specific items to respond to for each assignment. Failure to upload a with a sufficiently complete draft and/or to participate by reviewing at least two other students' **drafts**

. For example, an earned mark of 78 will receive a mark of 70.

Attendance and Participation

In my opinion, the most successful college classrooms involve students and instructors equally in discussions about the readings, assignments, and daily topics. You are expected to complete the assigned readings each week. Because we do not meet **formally** in this online course, participation in the weekly forums is essential and, indeed, mandatory. While online courses are typically asynchronous, they are not self-paced. You must attend and participate in class, that is, log into our OWL section and interact with your peers and the instructor in the forum by post(i)JTJETQq0.00000912 0 612 792 reW*ñBT/F1 11.04h1.04 11.04 0 1 304

using a non-UWO account, you will not receive a response. If I foresee that I cannot respond to emails within times listed above, I will post an announcement on OWL.

Scholastic Offences, including Plagiarism

The University Senate requires the following statements, and Web site references, to appear on course outlines:

“Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: <http://www.uwo.ca/univsec/handbook/appeals/scholoff.pdf>.

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage of text from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy as above).

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as

Students seeking academic accommodation **on medical grounds** for any missed tests, exams, participation components and/or assignments **worth less than 10% of their final grade** must also apply to the Academic Counselling office of their home Faculty and provide documentation. Where in these circumstances the accommodation is being sought on **non-medical grounds**, students should consult in the first instance with their instructor, who may elect to make a decision on the request directly, or refer the student to the Academic Counselling office of their home Faculty.

Students should also note that individual instructors are not permitted to receive medical documentation directly from a student, whether in support of an application for accommodation on medical grounds, or for

Week 8: March 4-10	Analyzing an Argument	Rhetorical Analysis, Due March 10, 11:55 p.m.
Week 9: March 11-17	Toulmin Model	
Week 10: March 18-24	Deductive and Inductive Arguments	
Week 11: March 25-31	Fallacies	Peer Review: Research Paper
Week 12: April 1-9	Research Paper	Research Paper, Due April 9, 11:55 p.m.