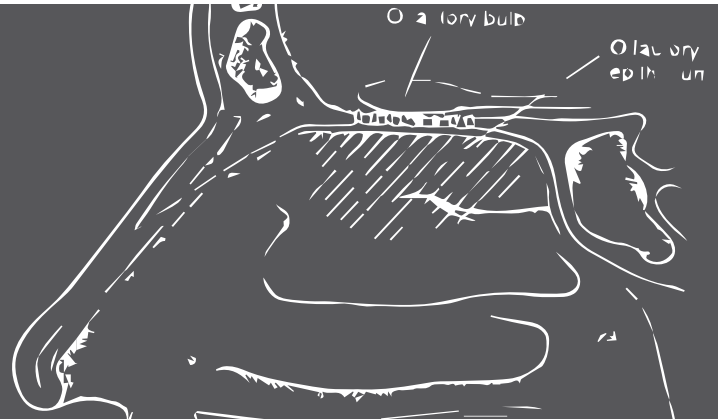


Rhetoric & Survival



Rhetorical History and Historiography | Instructor: Dr. Matthew Heard
Fall 2014 | Univ. of North Texas | M-W 3:30PM - 4:50PM | Lang 113

RHETORICAL HISTORIES are full of what rhetoric scholar John Muckelbauer calls a “classical opposition between (instinctive, animal) reaction and (thoughtful, human) response.” These oppositions between reaction and response are often grounded in readings of classical rhetorical texts: Plato, for example, famously denigrates rhetoric as an art of “flattery,” while holding up philosophy as a practice that leads humans to elevate themselves through the capacities of reason. Cicero, too, has been read as championing the well-rounded and thoughtful citizen as the image of the ideal rhetor. These distinctions have abided over many generations, so that even today, we find oppositions between reason and reaction operating in hidden assumptions we make about rhetoric in its relationship with emotions (bad), animals (inferior), bodies (dirty), and even other humans who we deem incapable of reason. // **Δ BUT WHAT IF** our readings of rhetoric as an art of reason miss crucial ways that rhetoric is also an act of instinct? What happens if we widen our view of rhetoric to include not only the moves we make to persuade audiences, but also the actions we take to ensure the very survival of ourselves and those we call friends, family, and allies? // **Δ IN THIS COURSE**, we will consider these questions carefully as we read through several important rhetorical texts with an ear towards hearing rhetoric through its connections to reaction, to instinct, to violence, and to survival. The study of olfaction, particularly—the science of scent—will be important to our developing awareness of concrete ways that “instinct” takes shape through our bodily modalities. By studying scenting in relation to questions about instinct, reaction, survival, and violence, we will attempt to resist what Muckelbauer calls the “stranglehold [of] communicative rationality” on contemporary understandings of rhetoric. Instead, we will aim to hold open a less strangled opinion of rhetoric. Through our studies and discussions, we will aim to allow for the influence of scenting and other instinctual reactions to trouble the privilege we might otherwise give to comfortable constructions of rhetoric as an art that facilitates communication, effects persuasion, and topples over opponents with its logic.

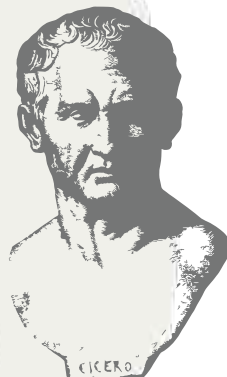


COURSE POLICIES: **ABSENCE:** You have six free absences. Upon missing seven classes, you will be dropped from the course. Coming late to class or not participating in class may result in you being counted as absent. **IN-CLASS WORK:** Quizzes and in-class assignments will often take

place at the beginning of class and cannot be made-up if missed. Frequent tardiness or disruptions will affect your quiz/assignment grades. **DISRUPTIONS:** Excessive disruptions of our class time—including talking, sleeping, texting, cell phone usage, and doing work for other classes—

hurt the class atmosphere and will hurt your grade should you engage in them. Please respect the class environment by giving your classmates and me your full attention at all appropriate times.

“THE WHOLE THING BOILS DOWN TO THIS: KNOWING THE AREAS WHERE YOU MUST HUNT FOR, AND TRACK DOWN, WHAT YOU ARE TRYING TO FIND. ONCE YOU HAVE SURROUNDED THE ENTIRE PLACE WITH THE NETS OF YOUR THOUGHT, NOTHING WILL ESCAPE YOU” DO 2.146



ASSIGNMENT POLICY: All written work needs to be typed and submitted online to our Blackboard site, with a paper copy brought to class. For all essays, include your name and the page number on the top right of each page (i.e. : Heard 1). Please also include a date and the course number (ENGL 3200). Use a text font for all essays (Times Roman or Garamond for example) at 12 points, with all one-inch (1”) margins, and double-spacing. Assignments are due at the beginning of class on the date indicated by the assignment prompt

COURSE MATERIALS NEEDED:
RICKERT, *Ambient Rhetoric*
CICERO, *De Oratore*

HERZ, *Scent of Desire*
BRENNAN, *Transmission of Affect*
CROSSWHITE, *Deep Rhetoric*
DARTNELL, *The Knowledge*

ENGL 3200 Reading Schedule (subject to change)

UNIT 1: Rhetoric and Reason	WK 1	25-Aug	Course Intro	27-Aug	Gorgias: Encomium
	WK 2	1-Sep	Labor Day	3-Sep	Plato: Gorgias
	WK 3	8-Sep	Plato: Gorgias	10-Sep	Plato: Gorgias
	WK 4	15-Sep	Aristotle: Rhetoric	17-Sep	Aristotle: Rhetoric
UNIT 2: Rhetoric and Instinct	WK 5	22-Sep	Rickert: Ambient Rhetoric	24-Sep	Rickert: Ambient Rhetoric
	WK 6	29-Sep	Cicero: De Oratore	1-Oct	Cicero: De Oratore
	WK 7	6-Oct	Cicero: De Oratore <i>Beginning of WF for absences.</i>	8-Oct	Cicero: De Oratore
	WK 8	13-Oct	Midterm Exam	15-Oct	Herz: Scent of Desire
	WK 9	20-Oct	Herz: Scent of Desire	22-Oct	Brennan: Transmission of Affect
UNIT 3: Rhetoric and Survival	WK 10	27-Oct	Brennan: Transmission of Affect	29-Oct	Brennan: Transmission of Affect
	WK 11	3-Nov	Crosswhite: Deep Rhetoric	5-Nov	Crosswhite: Deep Rhetoric
	WK 12	10-Nov	Crosswhite: Deep Rhetoric	12-Nov	Crosswhite: Deep Rhetoric
	WK 13	17-Nov	Final Exam	19-Nov	Dartnell: The Knowledge <i>Last day to withdraw</i>
READING WEEK FINALS	WK 14	24-Nov	Dartnell: The Knowledge	26-Nov	Dartnell: The Knowledge
	WK 15	1-Dec	review	3-Dec	review
	WK 16	8-Dec	Finals	10-Dec	Finals

Rhetoric & Survival | ENGL 3200

ENGL 3200 COURSE DESCRIPTION:

Explores the construction of the rhetorical tradition through canonical texts and figures; questions alternatives to the received tradition.

ODA POLICY

The University of North Texas makes reasonable academic reasonable accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

RUBRICS AND SCORING SYSTEMS:

For the purposes of this course, "A" work will constitute a final score of 90-100% of total points, and will represent an overall response that is impressively sophisticated and illuminating: inventive, balanced, justified, effective, mature, and expertly-situated in time and context

"B" work will constitute a final score of 80-89.99% of total points, and will represent an overall response that is thorough and systematic: skilled, revealing, developed, perceptive, but not unusually or surprisingly original

"C" work will constitute a final score of 70-79.99% of total points, and will represent an overall response that is acceptable but limited: coherent, significant, and perhaps even insightful in places, but ultimately insufficient in organization, articulation, perception, and/or effectiveness

"D" work will constitute a final score of 60-69.99% of total points, and will represent an overall response that is incomplete and severely lacking: incoherent, limited, uncritical, immature, undeveloped, and overall not reflective of the performance expected of UNT undergraduates

"F" work will constitute a final score of 0-59.99% of total points, and will represent an overall response that is unacceptable.

PLAGIARISM AND ACADEMIC DISHONESTY:

The UNT Policy Manual defines plagiarism as: "(a) the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgement and (b) the knowing or negligent unacknowledged use of materials prepared by another person or by an agency engaged in the selling of term papers or other academic materials." (18.1.11). I expect your writing in this course to be original and every use of someone else's work in your writing to be marked clearly. The consequences for plagiarism both at UNT and in this course are severe, and may include automatic failure and in some cases dismissal from the university. Don't risk it—come and talk to me about any questionable material before turning in your assignment.

GRADING BREAKDOWN

25% - Midterm Exam

25% - Final Exam

20% - Review Essay

30% - IN-CLASS QUIZZES, ASSIGNMENTS, AND PARTICIPATION

