

Listen

COMM 3360: Rhetoric/Pop Culture Syllabus

Course Information

COURSE DESCRIPTION

Investigation of rhetorics of U.S. culture; focus on how constructions of class, gender, race, and sexuality work in contemporary television, film, music, and advertising.

COURSE OBJECTIVES

By the end of this course, you should:

1. Identify and describe a number of rhetorical theories
2. Apply ideas about history, identity, and social structure to popular culture artifacts
3. Analyze popular culture using rhetorical theories
4. Create a number of examples of rhetorical popular culture that apply to your life

COURSE TOPICS

Unit 1 -- Background and basics

Unit 2 -- Ideological argumentation

Unit 3 -- Rhetoric and social (in)equity

Textbooks, Supplementary Materials, Hardware and Software Requirements

MEETING INFORMATION

Following President Rudd's announcement on July 30th, we will begin our course virtually. We are fortunate in that the course is already designed to work asynchronously. In other words, all material is available to you through eCourseware, and you are welcome to work through each week at your own pace.

For those who would like to check in remotely to ask questions, share ideas, and just feel more connected to others in the class, I will hold "flipped classroom" sessions on Zoom during our regularly scheduled class time, Tuesdays and Thursdays from 11:20am - 12:45pm. This time will *not* be a lecture, as the lecture material is available to you through eCourseware, and frankly, my video lectures may even be better than my in-person lectures (haha). Instead, the Zoom meetings are optional and will largely be time for Q&A and/or small group topic discussions.

If you choose to attend the Zoom sessions, you should plan to complete some of the readings/video content by Tuesday's meeting and all of the readings/video content by Thursday. Otherwise, you won't have much to discuss!

The recurring Zoom meeting is here:

Textbooks, Supplementary Materials, Hardware and Software Requirements

REQUIRED TEXTBOOKS

No textbook is required. Readings posted to eCourseware are all required readings, and must be read in order to complete accompanying quizzes, exams, and exercises.

HARDWARE AND SOFTWARE REQUIREMENTS

The minimum requirements can be found at <http://www.memphis.edu/uofmonline/technical.php>.

Assessment and Grading

TESTING PROCEDURES

You are welcome to reference your readings, notes, and other materials during quizzes and texts. However, you will not have time to look up all of the answers. Please be sure you have studied and prepared before taking the exam!

GRADING PROCEDURE

Most grading in this course is objective (e.g. multiple choice exams, grading based on completion). When grading is subjective, clear guidelines will be posted with the assignment instructions.

GRADE ITEMS

Exam 1 (content from Unit 1) -- 15%

Exam 2 (content from Units 1 and 2) -- 15%

Exam 3 (content from Units 1, 2, and 3) -- 20%

Application Exercises (12 total, two lowest scores dropped) -- 50% total, evenly distributed across 10 best application exercise scores

GRADING SCALE

90-100% --- A

80-89.9% --- B

70-79.9% --- C

60-69.9% --- D

0-59.9% --- F

Assignments and Participation

ASSIGNMENTS AND PROJECTS

The course contains 3 units. Each unit contains several topics. Each topic includes 1 theory reading, 1 mini-lecture video, 0-3 required supplemental materials (as listed within the unit module), and 1 application exercise. Each unit ends with a cumulative exam.

The easiest way to keep track of this is to click "Content" at the top of your screen, then move through the Unit/Topic modules on the left side of your browser *in order* from top to bottom.

Plagiarism and Integrity

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly, through participation or assistance, are immediately responsible to the instructor of the class in addition to other possible disciplinary sanctions which may be imposed through the regular institutional disciplinary procedures. Expectations for academic integrity and student conduct are described in detail on the website of the Office of Student Judicial and Ethical Affairs <http://saweb.memphis.edu/judicialaffairs>. Please read in particular, the section about "Academic Dishonesty".

Library and Other Resources

Links to library materials (such as electronic journals, databases, interlibrary loans, digital reserves, dictionaries, encyclopedias, maps, and librarian support) and Internet resources needed by learners to complete online assignments and as background reading must be included in all courses. The myMemphis Portal system, eCampus Student tab provides access to University library and tutorial services. Other support services are available through the Educational Resources site at: <http://www.memphis.edu/students.htm>

Students With Disabilities

Qualified students with disabilities will be provided reasonable and necessary academic accommodations if determined eligible by the appropriate disability services staff at their home institution. Prior to granting disability accommodations in this course, the instructor must receive written verification of a student's eligibility for specific accommodations from the disability services staff at the home institution. It is the student's responsibility to initiate contact with their home institution's disability services staff and to follow the established procedures for having the accommodation notice sent to the instructor.

Syllabus Changes

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

Technical Support

Call the Helpdesk: 901-678-8888

Online Helpdesk: <https://helpdesk.memphis.edu/>

Last Updated:

SAMPLE