



English 3604: Persuasive Writing

Spring 2018

Section 001: Tuesday/Thursday, 9:40-11:05 | Section 002: Tuesday/Thursday, 1:00-2:25

Persuasion & Fake News

Dr. Will Duffy

weduffy@memphis.edu

In this course, we will study and write about the phenomenon of “fake news” and the mechanic of persuasion in our so-called “post-truth” era. In addition to focused practice on interpreting, responding to, and producing texts about issues of public concern, we will explore how rhetorical notions of audience, decorum, and even virtue inform how we understand and approach the work of persuasion.

Required Texts:

On Bullshit by Harry Frankfurt

Demagoguery and Democracy by Patricia Roberts-Miller

Amusing Ourselves to Death by Neil Postman

True Enough: Learning to Live in a Post-Fact Society by Farhad Manjoo

The Influencing Machine by Brooke Gladstone