

Eastern Illinois University
New/Revised Course Proposal Format
(Approved by CAA on 4/3/14 and CGS on 4/15/14, Effective Fall 2014)

Banner/Catalog Information (Coversheet)

1. ☐ New Course or ☒ Revision of Existing Course
2. Course prefix and number: CMN 5820
3. Short title: Rhetorical Criticism
4. Long title: Rhetorical Criticism
5. Hours per week: 3 Class 0 Lab 3 Credit
6. Terms: ☐ Fall ☐ Spring ☐ Summer ☒ On demand
7. Initial term: ☒ Fall ☐ Spring ☐ Summer Year: 2022
8. **Catalog course description:** This course investigates the practice of rhetorical criticism, with an emphasis on the working practices of critics of oral, written, media, and visual rhetoric in the discipline of communication. Students will read widely in rhetorical criticism as it has changed and evolved from the ancient Greeks to contemporary scholarship.
9. **Course attributes:**
General education component: NA
 Cultural diversity Honors Writing centered Writing intensive Writing active
10. **Instructional delivery**
Type of Course:
 ☒ Lecture ☐ Lab ☐ Lecture/lab combined ☐ Independent study/research
 ☐ Internship ☐ Performance ☐ Practicum/clinical ☐ Other, specify: _____
Mode(s) of Delivery:
 ☒ Face to Face ☒ Online ☐ Study Abroad
 ☐ Hybrid, specify approximate amount of on-line and face-to-face instruction _____
11. Course(s) to be deleted from the catalog once this course is approved. ☐ NA
12. **Equivalent course(s):** ☐ None
a. Are students allowed to take equivalent course(s) for credit? ☐ Yes ☐ No
13. **Prerequisite(s):** ☐ None
a. Can prerequisite be taken concurrently? ☐ Yes ☐ No
b. Minimum grade required for the prerequisite course(s)?
c. Use Banner coding to enforce prerequisite course(s)? ☐ Yes ☐ No

d. Who may waive prerequisite(s)?

☐ No one ☐ Chair ☐ Instructor ☐ Advisor ☐ Other (specify) _____

14. Co-requisite(s): ☐ None _____

15. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which may take the course: ☐ Graduate students _____

b. Degrees, colleges, majors, levels, classes which may not take the course: ☒ Undergraduate _____

16. Repeat status: ☒ May not be repeated ☐ May be repeated once with credit

17. Enter the limit, if any, on hours which may be applied to a major or minor: ☒ 3 _____

18. Grading methods: ☒ Standard ☐ CR/NC ☐ Audit ☐ ABC/NC

19. Special grading provisions:

☐ Grade for course will not count in a student's grade point average.

☐ Grade for course will not count in hours toward graduation.

☐ Grade for course will be removed from GPA if student already has credit for or is registered in: _____

☐ Credit hours for course will be removed from student's hours toward graduation if student already has credit for or is registered in: _____

20. Additional costs to students:

Supplemental Materials or Software ☐ NA _____

Course Fee ☒ No ☐ Yes, Explain if yes _____

21. Community college transfer:

☐ A community college course may be judged equivalent.

☒ A community college may not be judged equivalent.

Note: Upper division credit (3000+) will not be granted for a community college course, even if the content is judged to be equivalent.

Rationale, Justifications, and Assurances (Part I)

1. ☐ Course is required for the major(s) of _____
☐ Course is required for the minor(s) of _____
☐ Course is required for the certificate program(s) of _____
☒ Course is used as an elective
2. **Rationale for proposal:** This course is being revised to update the learning goals, course description, and learning objectives.
3. **Justifications for (answer N/A if not applicable)**
Similarity to other courses: N/A
Prerequisites: N/A
Co-requisites: N/A
Enrollment restrictions: This course is designed to provide advanced in-depth examination of theories and concepts suitable for students who are engaging in research at the graduate level.
Writing active, intensive, centered: N/A
4. **General education assurances (answer N/A if not applicable)**
General education component: N/A
Curriculum: N/A
Instruction: N/A
Assessment: N/A
5. **Online/Hybrid delivery justification & assurances (answer N/A if not applicable)**
Online or hybrid delivery justification: Although the course will primarily be offered face-to-face, it may be offered online from time to time for the Communication and Leadership degree, and the Graduate Certificate in Communication Processes. These two areas are growing exponentially, and online options are needed for these students.

Instruction: All resources and activities will be available through the university learning management system. The system provides students with 24-hour online access to all course files, syllabus, PowerPoint files, media content, assignments, group activities, and discussion. Faculty assigned to teach the course will have completed OCDi training, or the equivalent.

Integrity: Several mechanisms will be in place to ensure the integrity of the course. Any exams or quizzes will be administered through the learning management system and must be completed within a pre-determined time limit. Written assignments will be processed through anti-plagiarism software (such as Turnitin). Discussion boards will be monitored for accurate and original content.

Interaction: The learning management system will be the required means to facilitate interaction between students, and between students and instructor. Discussion boards will be used extensively, as will video and/or audio PowerPoint presentations. Students will also facilitate using widely available interactive technology. While primarily asynchronous,

faculty may choose to schedule synchronous meetings using the learning management system or equivalent.

Model Syllabus (Part II)

Please include the following information:

1. Course number and title: CMN 5820: Rhetorical Criticism
2. Catalog description: This course will investigate the practice of rhetorical criticism, with an emphasis on the working practices of critics of oral, written, media, and visual rhetoric in the discipline of communication. Students will read widely in rhetorical criticism as it has changed and evolved from the ancient Greeks to contemporary scholarship.
3. Learning objectives.
Students will be able to:
 1. Identify the paradigms and vocabularies for describing, explaining, and shaping the social arena of discourse and rhetoric. (GLG: 1 & 2)
 2. Explore the role of rhetoric as a chief element of a robust public culture. (GLG: 1 & 2)
 3. Cultivate an appreciation of rhetorical practices and theories as they affect everyday lives. (GLG: 1, 2, & 5)
 4. Develop critical reading, writing, and speaking skills. (GLG: 1 – 4)
 5. Analyze and evaluate a broad range of rhetorical texts. (GLG: 1 & 2)
 6. Broaden scholarly research through a synthesis of arguments and evidence. (GLG: 1 – 5)
4. Course materials.

Kornfield, Sarah. *Contemporary Rhetorical Criticism* (2021)
Additional readings uploaded to D2L

5. Weekly outline of content.

Week 1	Introduction to rhetorical criticism Rhetorical analysis and critical essays	Ch. 1 & 2
Week 2	Narrative criticism	Ch. 3 & D2L
Week 3	Dramatistic criticism	Ch. 4 & D2L
Week 4	Genre criticism	Ch. 5 & D2L
Week 5	Metaphor criticism	Ch. 6 & D2L
Week 6	Writing a critical essay Analyzing a single text or multiple texts	Appendices
Week 7	Ideological criticism	Ch. 7 & D2L
Week 8	Feminist criticism	Ch. 8 & D2L
Week 9	Audience rhetoric	Ch. 9 & D2L
Week 10	Visual rhetoric	Ch. 10 & D2L
Week 11	Material rhetoric	Ch. 11 & D2L
Week 12	Environmental rhetoric	D2L
Week 13	Queer rhetorics	D2L
Week 14	Rhetorics of race	D2L
Week 15	Rhetorics of protest	D2L
Week 16	Presentations of final projects	

6. Assignments and evaluation, including weights for final course grade.

Active participation 20%

Weekly critiques 20%
 Final research paper 50%
 Presentation of research 10%

7. Grading scale.

Letter grades will be assigned based on the following scale:

A = 100 – 90%
 B = below 90 – 80%
 C = below 80 - 70%
 D = below 70 - 60%
 F = below 60%

8. Correlation of learning objectives to assignments and evaluation.

Objectives & graduate learning goals	Active Participation 20%	Weekly Critiques 20%	Final Research Paper 50%	Presentation of Research 10%
Students will become familiar with paradigms and vocabularies for describing, explaining, and shaping the social arena of discourse and rhetoric. (GLG: 1 & 2)	X	X		
Explore the role of rhetoric as a chief element of a robust public culture. (GLG: 1 & 2)	X	X	X	
Cultivate an appreciation of rhetorical practices and theories as they affect everyday lives. (GLG: 1, 2, & 5)	X	X	X	
Develop critical reading, writing, and speaking skills. (GLG: 1 – 4)		X	X	X
Analyze and evaluate a broad range of rhetorical texts. (GLG: 1 & 2)	X	X		

Broaden scholarly research through a synthesis of arguments and evidence. (GLG: 1 – 5)		X	X	
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Date approved by the department or school: February 9, 2022

Date approved by the college curriculum committee: March 2, 2022

Date approved by the Honors Council (*if this is an honors course*):

Date approved by CAA: **CGS:**