



上海财经大学

Shanghai University of Finance & Economics

中国上海市国定路777号 邮编200433 777 Guoding Road, Shanghai, 200433, China

Shanghai University of Finance & Economics

2019 Summer Program

ENC 102 Rhetoric and Academic Research

Course Outline

Term: June 3 – June 28, 2019

Class Hours: 18:00-19:50 (Monday through Friday)

Course Code: ENC 102

Instructor: Professor Robert Maniquis

Home Institution: University of California, Los Angeles: Department of English

Office Hours: TBA

Email: 77delights@gmail.com

Credit: 4

Class Hours: This course will have 52 class hours, including 32 lecture hours, professor 8 office hours, 8 one-hour TA discussion sessions, 4 one-hour review sessions.

Course Description: This course introduces students to basic and advanced rhetorical techniques in the language of argument. The rhetoric studied will consist of common techniques used in British and American English to persuade others by justifying and defending ideas, whether in informal or formal writing and speaking. Many of the techniques and examples come from practices of oratory, but they are applicable to the composition of good written essays of opinion and argument.

Reading

1. Required Textbook: *Sam Leith, Words Like Loaded Pistols: Rhetoric from Aristotle to Obama*. Basic Books. New York, 1916.

2. From time to time photocopies of short essays on writing and rhetoric will be distributed for brief, supplementary reading. These will be distributed several days before they are discussed in class



COURSE SCHEDULE

June 3 - 28, 2019

FIRST WEEK (June 3 - 7)

Monday: **Lecture and Discussion**

Language and ideas.

What is rhetoric and what really are ideas?

What are the practical uses of rhetoric?

Explanation of first writing assignment.

Reading

Leith, "Introduction," pp. 1-15.

Tuesday: **Lecture and Discussion** - Language and ideas (continued).

More examples of practical uses of English and American rhetoric.

Reading

Leith, "Rhetoric: Then and Now," pp.17-42.

Wednesday: **Lecture and Discussion**

Five important categories to consider in the First Part of Rhetoric:

Invention, Ethos, Logos, Pathos.

Invention: Analogy, Contradiction, and Other ways to Construct Ideas.

Reading

Leith, The First Part of Rhetoric: "Invention," pp. 45-47.

Thursday: **Lecture and Discussion**

Ethos, Definition, Practical Functions.

Reading

Leith, "The Appeal from Character, Or Look Who's Talking," pp.48-55.

Friday: **Discussion with Teaching Assistant**

Submit first draft of first assignment.

SECOND WEEK (June 10 - 14)

Monday: **Lecture and Discussion**

Full discussion of draft version of first assignment submitted on the preceding Friday.

Examples of things that need improvement.

Examples of things to avoid.

Examples of successful argument and style.

Logos, Rationality, Irrationality, Myths of Common Sense, Arguments from Human Nature.



Reading

Leith, "Logos - Sounding Reasonable," pp. 56-65

Tuesday: **Lecture and Discussion**

Pathos, Feeling, Rhetorical Uses of the Emotions.

Reading

Leith, "Pathos - Make-em Laugh, Made-em Cry, Make-em Agree," pp. 65-71.

____, *Champions of Rhetoric I: The Original Silver-Tongued Devil*, pp. 73-80

Wednesday: **Lecture and Discussion**

Six Categories to consider in *The Second Part of Rhetoric*: exordium, narration, division, proof, refutation, peroration.

Reading

Leith, *The Second Part of Rhetoric*: Arrangement (exordium, narration, division, proof, refutation, peroration), pp. 81-105.

Thursday: **Lecture and Discussion**

The Second Part of Rhetoric (continued)

Reading

Leith, *Champions of Rhetoric II*: Marcus Tullius Cicero, "The Attack Dog of the Roman Forum," pp. 107-117.

Friday: **Discussion with Teaching Assistant**

Submit final version of first assignment.

THIRD WEEK (June 17 - 21)

Monday: **Lecture and Discussion**

Full discussion of final version of first assignment submitted on the preceding Friday.

Examples of things that need improvement.

Examples of things to avoid.

Examples of successful argument and style.

Explanation of second writing assignment.

Tuesday: **Lecture and Discussion**

The Third Part of Rhetoric: Style, From High to Low and from Low to High

Examples from English and American speeches.

Reading

Champions of Rhetoric III: Abraham Lincoln, "A Few Appropriate Remarks," pp. 137-146.

Wednesday: **Lecture and Discussion**

The Third Part of Rhetoric: Style (continued): Plain Style and the Middle Ground.

Reading

Leith, *Champions of Rhetoric IV: Hitler and Churchill*, pp. 163-178.



Thursday: **Lecture and Discussion**

Deliberative Rhetoric: Forms of Deliberative Essays and Styles

Reading

Leith, *Champions of Rhetoric: Martin Luther King: Daydream Believer*, pp. 207-218.

Friday: **Discussion with Teaching Assistant.**

Submit draft of second writing assignment.

FOURTH WEEK (June 24 - 28)

Monday: **Lecture and Discussion**

Full discussion of draft version of second assignment submitted on the preceding Friday.

Examples of things that need improvement.

Examples of things to avoid.

Examples of successful argument and style.

Tuesday: **Lecture and Discussion**

What is deliberative rhetoric? Rhetorical and stylistic examples.

Reading

Leith, *Champions of Rhetoric, V: Deliberative Rhetoric: Martin Luther King*, pp. 207-218.

Wednesday: **Lecture and Discussion**

What is Judicial Rhetoric? Rhetorical and stylistic examples.

Reading

Leith, *Judicial Rhetoric: Barack Obama: The Audacity of Trope*, pp.231-248.

Thursday: **Lecture and Discussion**

Thoughts on two of the most important of all rhetorical figures: **metaphor** and **metonymy** and how to use them effectively. Examples.

Thoughts on the concept of an "image." What is an image and what is it not?

Reading

A distributed document on the most important rhetorical figures to know and use.

Friday: **Discussion with Teaching Assistant.**

Submit final version of second writing assignment.

GRADE POLICY AND GRADE PERCENTAGES

Grading & Evaluation: Based on four written papers (3 - 4 pages each, topics and formats to be explained in separate documents) and a brief final examination.

At the end of this four-week course, students will submit a course portfolio, which will include both draft and completed versions of your four writing assignments. Portfolios are awarded letter grades



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of A, B, C, D, or F. Fs are for those students who miss multiple classes, do not fulfill assignment or their guidelines, do not submit all drafts, do not get approval for major topic changes, do not submit course portfolios on time, or commit plagiarism. Some letter grades may be noted with a plus or minus. Portfolios to be submitted in paper copy and are due at the beginning of your last class meeting. Late portfolios will be awarded an "F" for the course.

Major Assignment Completion: 20%

Class Preparation and Participation: 20%

Course Portfolio: 60

An important factor in the assignment of grades is the clear improvement of the student in writing in English and in building arguments.

ATTENDANCE POLICY

Attendance at all classes is required. Two or more absences will result in a lowering of a student's final grade. You must turn in all required work on the day that it is due.

AVOID PLAGIARISM

According to the *Merriam-Webster* dictionary, plagiarism is:

1. to steal and pass off (the ideas or words of another) as one's own
 2. to use (another's production) without crediting the source
 3. to commit literary theft
 4. to present as new and original an idea or product derived from an existing source
- or as *Plagiarism.org* puts it: ". . . plagiarism is an act of fraud. It involves . . . stealing someone else's work." Done intentionally or unknowingly, plagiarism is plagiarism. Intentionality can be considered in the degree of plagiarism committed, but plagiarism is always plagiarism. Plagiarism in this course will result in a failing grade.