

# Rhetoric and Popular Culture

Spring 2019

Wednesdays at 3:30 pm

Arizona Department of Corrections Perryville

Have you ever wondered why you feel connected to your favorite movie, television show, or band? Have you ever wondered about how the media we connect with impacts our society? This course examines popular culture as a form of rhetoric which participates in public discourse by making arguments. In this class, we will learn about theories of rhetoric and rhetoric's relationship with popular culture. We will also learn to use rhetorical analysis as a tool to better understand pop culture texts.



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Some of the questions we will address in this course are as follows:

- What is rhetoric?
- What is popular culture?
- How do works of popular culture make arguments?
- How do pop culture arguments impact public discourse?
- How can we recognize rhetoric in our everyday lives?
- How does understanding the rhetorical aspects of popular culture impact our relationship with the media around us?

Textbook:

*Rhetoric in Popular Culture*,  
3rd Edition by Barry Brummett

**Course certificates:**

Although this course is non-credit and students will not receive grades, this class still demands equivalent effort and time. In place of adhering to a typical A-E grading scale, students can attain certificates of completion. The scale follows:

- Certificate of Completion: 70% of classes attended and work completed
- Passed with Distinction: 80% of classes attended and work completed
- Passed with Honors: 90% of classes attended and work completed
- Passed with High Honors: 100% of classes attended and work completed

**Tentative Schedule:**

	<b>Date</b>	<b>Topic(s)</b>	<b>Assignment Due</b>
1	1/16	Intro to Rhetoric	No Assignment Due
2	1/23	Rhetorical Analysis	Paragraph responding to the question: "What is popular culture?"
3	1/30	Rhetoric and the Rhetorical Tradition	Read Chapter 1 in "Rhetoric in Popular Culture"
4	2/6	Intro to Pop Culture Arguments	Paragraph describing an argument you have seen or heard on television or radio
5	2/13	Rhetoric and Popular Culture	Read Chapter 2 in "Rhetoric in Popular Culture"
6	2/20	Rhetoric and Popular Culture	Rhetorical analysis of assigned article
7	2/27	Rhetorical Methods	Read Chapter 3 in "Rhetoric in Popular Culture"
	3/6	-----	ASU Spring Break
8	3/13	Rhetorical Methods	Paragraph analyzing one advertisement from Chapter 3
9	3/20	Rhetorical Criticism	Read Chapter 4 in "Rhetoric in Popular Culture"

10	3/27	Rhetorical Criticism	Paragraph performing rhetorical criticism from one perspective discussed Chapter 4
11	4/3	Rhetorical Criticism	Read Chapter 5 in “Rhetoric in Popular Culture”
12	4/10	Rhetorical Criticism	Paragraph performing rhetorical criticism from one perspective discussed Chapter 5
13	4/17	Final Essay Workshop	Final Essay Draft
14	4/24	Semester Review	Final Essay