



## Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

---

**Semester:** Spring

**Course Prefix:** ENGL

**Course Title:** Rhetorical Theory

**Year:** 2025

**Course and Section #:** 3010 001

**Credits:** 3

---

### ***Course Description***

English 3010 considers prominent theories of rhetoric and accompanying methods for the production of texts in various contexts, encouraging adopting, amending, and/or developing hybrid theories of rhetoric.

---

### ***Course Attributes***

This course has the following attributes:

- General Education Requirements
- Global/Intercultural Graduation Requirements
- Writing Enriched Graduation Requirements
- Discipline Core Requirements in Program
- Elective Core Requirements in Program
- Open Elective

Other: *Click here to enter text.*

---

### ***Instructor Information***

**Instructor Name:** Wioleta Fedeczko

---

### ***Student Learning Outcomes***

- Recognize key rhetorical elements
  - Identify the application and pervasiveness of rhetoric
  - Develop an understanding of the history of rhetoric
  - Analyze and critically read works by theorists of rhetoric
  - Compose critical essays using rhetorical theory
- 

### ***Course Materials and Texts***

*The Rhetorical Tradition*, Bizzel and Herzberg (excerpts, listed below)

---

### ***Course Requirements***

## **Course Assignments, Assessments, and Grading Policy**

Short responses to texts, three major essays, group presentation.

You must complete *all* requirements in each grade category to receive that grade in the course:

### **Requirements For a Grade of A**

- Complete at least 3 essays by the due dates.
- Complete at least 3 workshops.
- Complete at least 90% of discussion posts, short assignments, and in-class activities.
- Complete one in-class group presentation on a specified topic on your selected date.
- Attend class and participate every day (with an allowance of three absences).

### **Requirements For a Grade of B**

- Complete at least 3 essays by specific due dates.
- Complete at least 2 workshops.
- Complete at least 80% of discussion posts, short assignments, and in-class activities.
- Complete one in-class group presentation on a specified topic on your selected date.
- Attend and participate in class every day (with an allowance of four absences).

### **Requirements For a Grade of C**

- Complete at least 2 essays by specific due dates.
- Complete at least 1 workshop.
- Complete at least 70% of discussion posts, short assignments, and in-class activities.
- Complete one in-class group presentation on a specified topic on your selected date **or** 3 essays in lieu of a presentation **and** 2 workshops.
- Attend and participate in class every day (with an allowance of five absences).

### **Requirements For a Grade of D**

- Complete at least 1 essay by specific due dates.
- Complete at least 60% of discussion posts, short assignments, and in-class activities.
- Attend and participate in class every day (with an allowance of six absences).

## Requirements For a Grade of E (or failure in the course)

- Neglect to meet any of the requirements in any category above.

---

### Required or Recommended Reading Assignments

Hughes, "The Water-Clock: Time to be Judged," pp. 1-7

Hughes, "Athena's City," pp. 8-20

Kornfield, "Introduction to Rhetorical Criticism," pp. 3-10, 13

Borchers & Hundley, "Characteristics of Classical Western Rhetoric," pp. 30-48

Hughes, "Socrates in the Agora," pp. 21-26

Hughes, "The Stoa of the King," pp. 27-35

Hughes, "The First Blood of Sacrifice," pp. 36-40

Hughes, "Checks, Balances, and Magic-Men," pp. 41-44

Hughes, "Persuade or Obey," pp. 45-51

Hughes, "*Peitho*, The Power of Persuasion," pp. 52-55

Haynes, "The Trojan Women," pp. 132-138

Haynes, "Aphrodite, Hera, Athene," pp. 139-156

Optional: RadioWest, "[Socrates and a Good Life](#)" (52:23 minutes)

Gorgias, *Encomium of Helen*, pp. 44-46

Lewiecki, et al., "What is Rhetoric?," pp. 41-45

Hughes, "Aspasia—Sophie Kai Politike, Wise and Politically Astute," pp. 116-124

Plato, "From *Menexenus*," pp. 61-63

Anonymous, *Dissoi Logoi*, pp. 48-55

Isocrates, *Against the Sophists*, pp. 72-75

Poulakos, "Toward a Sophistic Definition of Rhetoric," pp. 35-48

Mathieu, "Economic Citizenship and the Rhetoric of Gourmet Coffee," pp. 165-180

Bitzer, *The Rhetorical Situation*, pp. 1-14

Plato, *The Phaedrus*, pp. 1-18

Plato, *The Phaedrus*, pp. 18-37

Aristotle, "From *Book I*" of *On Rhetoric*, pp. 179-186

Optional: Doxtader, "In the Name of Becoming Rhetoric: Critical Reflections on the Potential of Aristotle's *Rhetoric* 1355b," pp. 231-233

Neel, "The Rhetoric and the Politics of Slavery," pp. 10-34

Cicero, *De Oratore*, pp. 339-343

Borchers & Hundley, "What is the Sublime?," pp. 59-62

Longinus, "From *On the Sublime*," pp. 346-358

Borchers & Hundley, "Rhetoric in the Middle Ages," pp. 68-69

Boethius, "An Overview of the Structure of Rhetoric," pp. 488-491

Anonymous, "From *The Principles of Letter Writing*," pp. 496-502

Quintilian, "From *Quintilian on the Teaching of Speaking and Writing*," pp. 95-106, 116-119

Optional: Miscellanea, "Commandments" p. 1

Pizan, "From *The Book on the City of Ladies*," pp. 544-545

Optional: Micciche, "Writing as Feminist Rhetorical Theory," pp. 173-188

Borchers & Hundley, "Humanism and Rhetorical Education," pp. 70-71

Erasmus, "From *Copia: Foundations of the Abundant Style*," pp. 597-605

Trask, "'Lovely Hula Hands': Corporate Tourism and the Prostitution of Hawaiian Culture," pp. 259-268

Ramus, "From *Arguments in Rhetoric Against Quintilian*," pp. 681-697

---

### **General Description of the Subject Matter of Each Lecture or Discussion**

Rhetoric, argues Aristotle, is "the art of discovering the means for persuasion available for any occasion" (Bizzell and Herzberg 30). Rhetorical theory, then, is the study and application of rhetorical strategies utilized by a speaker to persuade--whether a "good" person speaking well or not, and rhetorical criticism is the "process of making sense of rhetoric" (Kornfield 10).

In English 3010, we will navigate rhetorical theory by starting at the very beginning—in ancient Greece. We will then touch upon the ages to discover how rhetorical concepts have evolved. We will trace how rhetoric shapes our understanding of the modern world and our (in)ability to use language to navigate our communities—private and public.

## ***Required Course Syllabus Statements***

### **Generative AI**

You are welcome to utilize the use of AI to assist you in the writing process; however, you must declare that you utilized AI (at the start of your essay) and explain your process: prompts, AI generator tool(s), pitfalls, advantages, etc.

You should probably do the reading regardless of your decision to use AI because we'll have a lot of in-class writing that will require you know what we're reading.

---

### **Using Remote Testing Software**

This course does not use remote testing software.

This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

---

## ***Required University Syllabus Statements***

### **Accommodations/Students with Disabilities**

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at [accessibilityservices@uvu.edu](mailto:accessibilityservices@uvu.edu) or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at [DHHservices@uvu.edu](mailto:DHHservices@uvu.edu)

DHH is located on the Orem Campus in BA 112.

---

### **Academic Integrity**

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

---

### **Equity and Title IX**

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – [TitleIX@uvu.edu](mailto:TitleIX@uvu.edu) – 800 W University Pkwy, Orem, 84058, Suite BA 203.

---

### **Religious Accommodation**

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at [accessibilityservices@uvu.edu](mailto:accessibilityservices@uvu.edu). If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.