

E 330D History of Rhetoric : The Art of Rhetoric  
Spring, 1995  
TIH 2-3:30 Unique #27400  
FAC 10

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This course will examine the art of rhetoric, one of the original seven liberal arts, exploring its impact on political, religious, and literary discourse of the West from antiquity to modern times. As one of western culture's oldest and most controversial disciplines, rhetoric has been a powerful shaper of poetic conventions, systems of education, and traditions of political and religious discourse. In "The Art of Rhetoric," we will study the theorists who shaped the arts of speaking and writing in Europe and the United States.

### **Class Procedures**

We will spend most of our class time examining readings from Bizzell and Herzberg's *The Rhetorical Tradition*. We will also analyze speeches, sermons, essays, and poems influenced by the rhetorical tradition and try our hand at imitating them. We'll make daily use of the computer network to share our thoughts and to stimulate discussion.

I expect you to come to class ready to discuss the assigned readings. Some will be difficult, so I will prepare outlines and study questions to help you. Occasionally, I will ask for formal position papers on the readings, and I may ask you to do some in-class writing about an assigned reading.

I expect you to attend class regularly. Absences in excess of five may be grounds for failure or for a significant grade reduction. I will enforce this policy.

### **Exams**

There will be a midterm and a final examination. Both will be "take-home" examinations which you will be able to write in FAC 10. The final examination will focus on works we have read since the midterm, but will be comprehensive in the sense that it will presume your familiarity with authors and texts studied during the first half of the term.

### **Interchange Assignment**

Each member of the class will prepare one topic for an Interchange discussion. This prompt—it may run a page or more—should raise an important or controversial issue related to rhetoric, one that our class can explore profitably in Interchange session. You may want to focus on an issue drawn from one or more of our daily readings or on a contemporary rhetorical matter—social, political, religious, and so on. Your prompt may include primary or secondary materials; it may even be written as a scenario. I am eager to assist you in preparing this assignment.

### **Position Papers**

You will write three position papers of approximately 2-3 pages each. These papers will focus on different historical periods. In these reports you may respond in general to the rhetorical texts you have read, explaining their relationships and significance, or you may focus on just one or two texts or theorists, or you may analyze a speech, poem, or other text from a rhetorical perspective. Because this is a substantial writing component course, I'll comment on your position papers and give you the opportunity to revise them for a final graded submission. We'll post these position papers to MAIL in order to share them with classmates.

For all these papers, feel free to draw upon secondary sources (many are listed in the course text). Be sure to document any borrowings, using MLA form.

### **Grades**

Grades will be calculated according to the following formula:

Position Papers	45%
Interchange Assignment	15%
Midterm	20%
Final	20%

However, this formula presumes satisfactory attendance and course participation.

**Textbook**

Patricia Blizzell and Bruce Herzberg, *The Rhetorical Tradition*. Boston: Bedford —St. Martin's, 1990.

**Computer Classroom:** E 330D is not a computer course in the sense that you will do any programming. You will have the opportunity to work on a network and to compose on a computer. You don't have to be familiar with computers; you don't have to type accurately; you don't have to type fast. But you do need to be comfortable with a keyboard.

Computers are wonderful tools for writing, but they are machines with limitations. **You need to follow instructions carefully to use them well.** If you are comfortable with computers, sit next to someone who isn't to help him or her out. Take good care of your disks.

**Naming Files:** For reasons that will become obvious soon, it is very important that we all use a single method for naming the computer files we create. In this class, name every file with **your last name first**, followed by a space and a first initial only if someone else in the class shares your last name. Then type a hyphen followed by the description of the assignment as I give it, followed by another hyphen, followed by any other information you want to add. For example:

Borlack-Position Ppr #1  
Koenig-Position Ppr #3

E 330D: The Art of Rhetoric--Course Syllabus  
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(Page references are to Bizzell and Herzberg, *The Rhetorical Tradition*)

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{Jan 17} Course Policies

### **Classical Period**

{Jan 19} General Introduction (pp. 1-15)

{Jan 24} Introduction (pp. 19-37)  
Isocrates (pp. 43-54)

{Jan 26} Plato (pp. 55-60); Gorgias (pp. 61-112)

{Jan 31} *Gorgias* (cont.)

{Feb 2} *Phaedrus* (pp. 113-43)

{Feb 7} *Phaedrus* (cont.)

{Feb 9, 14} Aristotle (pp. 144-50)  
*Rhetoric* Bk 1 (pp. 151-60)

{Feb 16} *Rhetoric* Bk 2 (pp. 160-94)

{Feb 21} Cicero (pp. 195-99)  
*Of Oratory* (pp. 200-21)

{Feb 23} *Rhetorica ad Herennium*, pp. 257-61; pp. 275-92.

{Feb 28} Quintilian, *Institutes of Oratory*,  
pp. 297-307 (to Ch. 5); 338-42; 346-52.

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### **Medieval Period**

{Mar 2, 7} Introduction (pp. 367-80)  
Augustine (pp. 381-85)  
*On Christian Doctrine* (pp. 386-416)

{Mar 9} *On Christian Doctrine* (cont.)  
Anonymous (of Bologna)  
*The Principles of Letter Writing* (pp. 431-38)

{Mar 14-16} Spring Break

{Mar 21-23} In-lab midterm

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### **Renaissance Rhetoric**

{Mar 28, 30} Introduction (pp. 463-82)  
Renaissance Education  
Erasmus (pp. 499-502)  
*Copia* (pp. 502-24)

{April 4} Ramus (pp. 557-62)  
Wilson (pp. 584-87)  
*The Arte of Rhetorique* (pp. 587-94)

{April 6} Francis Bacon (pp. 622-25)  
*The Advancement of Learning/Novum Organum* (pp. 625-33)

{April 11} Shakespeare/Milton

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### **Enlightenment Rhetoric**

{April 13} Introduction (pp. 637-69)  
John Locke (pp. 687-710)

{April 18} Giambattista Vico (pp. 711-713)  
*On the Study Methods of Our Time* (pp. 714-27)

{April 20, 25} Hugh Blair (pp. 796-97)  
*Lectures on Rhetoric and Belles Lettres* (pp. 798-810; 818-27)

{April 27} "The Rhetoric of Composition" (pp. 859-63)  
Alexander Bain (pp. 874-77)  
Adams Sherman Hill (pp. 881-84)

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### **Twentieth Century Rhetoric**

{May 2} Introduction (pp. 899-923)  
Kenneth Burke (pp. 989-92)  
*A Grammar of Motives* (pp. 992-1006)  
*Language as Symbolic Action* (pp.1034-1041)

{May 4} Chaim Perelman (pp. 1066-68)  
*The New Rhetoric* (pp. 1068-72)  
*The Realm of Rhetoric* (pp. 1072-77)