

**Professor: William T. FitzGerald**

Class: TTh 9:30-11 in Armitage 212  
appt.

Office: Armitage 420; Hours: T 11-12, Th 3-4 and by

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### **Course Description**

This course examines the development of rhetoric—the art of persuasion—from its roots in the oral culture of classical Greece and Rome to early in the twentieth century, when rhetoric, transformed by the development of written modes of communication was “reborn” after a long period of decline. Along the way, we explore how ideas about and practices of communication intertwine with politics, education, philosophy and culture. We consider the role of tradition within rhetoric’s development, its cycles of ebb and flow, and the contemporary relevance of this tradition and various counter-traditions

Our methods of inquiry combine intensive discussion of primary texts with occasional lectures on secondary readings. In addition to daily in-class responses to assigned texts , a midterm and final exams, and three short (2-3 pp.) papers, we will engage a range of exercises and to help us understand rhetoric as a practical and teachable art. You will come away with a good grasp of rhetoric’s moments and movements, themes and terms, principles and practices, able to apply a rhetorical perspective to historical and contemporary concerns.

### **Learning Goals**

This course fulfills “Heritages and Civilizations” of the Camden College of Arts and Sciences General Education curriculum, which addresses the following learning goals:

1. Demonstrate knowledge of key ideas and/or practices of these heritages, cultures or civilizations.
2. Analyze processes of historical development and change in these heritages, cultures or civilizations.
3. Apply fundamental terms and concepts of one or more scholarly approaches to heritages, cultures or civilizations dating from before the 19th century.
4. Construct clear, coherent, and articulate interpretations of these heritages, cultures or civilizations.
5. Make critical connections between these heritages, cultures or civilizations and the present.

In particular, students completing English 327: History of Rhetoric can expect to meet these specific course goals:

1. Recognize and employ key terms of rhetorical theory and practice (e.g., forensic, deliberative, epideictic discourse) with insight and precision.
2. Address rhetoric's significance in intellectual history, tracing the tradition's wax, wane and rebirth from Greco-Roman origins through medieval and early modern eras to the present.
3. Critically read primary texts in the history of rhetoric, using rhetoric itself, an academic discourse going back 2500 years, as an interpretive lens.
4. Compose well-structured single-text and comparative analyses of rhetoric's primary texts.
5. Engage the contemporary spheres of education and politics through the concerns of classical rhetorical tradition.

### Required Texts

Most materials for this course can be found online; required texts have been kept to a minimum. These texts may be obtained at the university bookstore or through online booksellers:

Aristotle. *On Rhetoric*, trans. George Kennedy, 2e. Oxford UP. ISBN: 978-0195305098.

\*you must obtain either the first or second edition of the Kennedy translation.

Cicero. *On the Ideal Orator*, trans. May and Wisse. Oxford UP. ISBN: 978-0195091984.

Conley, Thomas. *Rhetoric in the European Tradition*. Chicago: ISBN: 0226114897

Primary texts for this course include

Gorgias' *Encomium of Helen*

Isocrates' *Against the Sophists*

Plato's *Gorgias* and *Phaedrus*

Aristotle's *Rhetoric*

*Rhetorica ad Herennium*, Book IV (excerpts)

Cicero's *De Oratore*

Quintilian's *Institutes of Oratory* (excerpts)

Augustine's *On Christian Doctrine*, Book IV

Geoffrey of Vinsauf's *Poetria Nova* (excerpts)

Robert of Basevorn's *The Art of Preaching* (excerpt)

Christine de Pisan *The Treasure of the City of Ladies* (excerpts)

Castiglione's *The Book of the Courtier* (excerpt)

Erasmus' *De Copia* (excerpts)  
Peter Ramus's *Arguments in Rhetoric Against Quintilian* (excerpt)  
Francis Bacon's *The Advancement of Learning* (excerpts)  
Margaret Fell's *Women's Speaking Justified, Proved and Allowed by the Scriptures* (excerpt)

Mary Astell's *Advice to Women* (excerpt)  
George Campbell's *The Philosophy of Rhetoric* (excerpt)  
Hugh Blair's *Lectures on Rhetoric and Belles Lettres* (excerpt)

Kenneth Burke's *The Grammar of Motives and Rhetoric of Motives* (excerpts)

Richard Weaver's *The Ethics of Rhetoric*

Stephen Toulmin *The Uses of Argument* (excerpt)

These primary and other secondary texts will be provided through links or electronic handouts.

## Course Requirements

Evaluation: Your course grade will be determined as follows:

Class participation (attendance, homework, quizzes)	10 %
Microthemes (150-200 word commentary on readings)	10%
Paper 1 (2 to 3 pages)	10 %
Midterm Exam (through Roman rhetoric)	20 %
Paper 2 (2-3 pages)	10 %
Paper 3 (3-4 pages)	15%
Final Exam (cumulative)	25 %
Total	<hr/> 100%

Attendance: Although this course leans toward lecture mode, regular attendance and participation in dialogue is vital. Good note-taking is essential, too. Excessive absence (more than four classes without extenuating circumstances) will weigh heavily (up to 10%) on your course grade and beyond that risks loss of credit.

Microthemes: For most classes, you will demonstrate preparation for class by posting a very short commentary or well-formulated question to the reading, posting it either as an email (when announced) or as a reply to the blog entry for that class date. These microthemes are ungraded, but missing them adds up. You receive some credit for emailing even a note that confesses you did not do that day's readings. In some cases, course members will share the

substance of a response aloud, but this way even quieter members can demonstrate engaged participation.

**Paper Policies:** Papers and paper drafts are due at the start of class unless directed otherwise. Papers are due in the drop box of sakai or as an email attachment in .doc or .rtf form with your last name and paper # in the file title). Standard conventions for academic work (double-spaced, 10 or 12 point font such as Arial or Times New Roman, title, date, name, etc., saved in electronic form). Revisions to the first paper may be required/ permitted in cases where work submitted according to course policies is below a "C" standard.

**Other policies:** Missed exercises, quizzes and microtheme responses cannot be made up. will not receive credit unless the absence is excused. Allowances are made for one or two missed opportunities.

**Communication:** Consult the course blog on wordpress for up-to-date information and sakai for announcements. You are expected to receive email on the account registered with sakai. You are expected to access and download electronic files and to post commentary (microthemes) on electronic forums.

**Class Discussion and Reading:** Engaged conversation, in large groups and small, is critical to your success. You are expected to contribute to class through thoughtful comments and active listening. The ability to participate in class discussion is dependent upon having read assigned texts and completed exercises and drafts.

**Quizzes:** Expect occasional short quizzes, some announced, others not, primarily on readings and terms assigned for that day or in the previous week.

### **Academic Integrity**

I place a high value on ethics and expect students to conduct themselves with integrity in classroom performance and in research and writing. Suspicion of cheating, plagiarism, the false representation of the work of others as one's own, and helping others to commit these acts will result in a formal accusation which, should it be substantiated, may result in failure of the course and additional sanctions. You are strongly encouraged to clarify misunderstandings you might have about responsible methods of research and proper documentation. In addition, you are advised to consult the university policy on integrity (<http://www.camden.rutgers.edu/RUCAM/Academic-Integrity-Policy.php>)

### **Accommodation**

Any documented disability requiring accommodation should be reported to me so that arrangements can be made.

## SCHEDULE OF CLASSES

This schedule subject to revision; see course blog for full and updated version

*Week One: Contexts for Studying Rhetoric*

Th 9/1 Class Overview

Unit I – Rhetoric in Classical Greece

*Week Two: Sophistic Rhetoric (Gorgias)*

T 9/6 Gorgias, *Encomium on Helen*; Conley pp. 1-7; Microtheme (MT) #1

Th 9/8 NO CLASS

*Week Three: Sophistic/Platonic Rhetoric*

T 9/13 Isocrates, *Against the Sophists*, Conley pp. 17-20; Fredal (link); MT #2

Th 9/15 Plato, Gorgias; Conley, pp. 8-13; Hawhee (link); Quiz #1

*Week Four: Platonic/Aristotelian Rhetoric*

T 9/20 Plato, *Phaedrus*; Aspasia and Diotima (links); MT #3

T 9/22 Plato, *Phaedrus* (cont.); Aristotle, *Rhetoric* (Bk I, Ch. 1-3) & Appendix D (on dialectic); Conley, pp. 13-17; MT #4

*Week Five: Aristotelian Rhetoric*

T 9/27 Aristotle, *Rhetoric* (Bk I, Ch. 4-15); Conley, pp. 20-28; MT#4; Quiz #2

T 9/29 Aristotle, *Rhetoric* (Bk. II, Ch. 1-17); MT #4

*Week Six: Aristotelian/Hellenistic/Roman Rhetoric*

T 10/4 Aristotle, *Rhetoric* (Bk III, Ch. 1-19), **Paper #1 due**

UNIT II: Rhetoric in the Roman World

Th 10/6 Cicero, *De Oratore*, Intro (3-19) & Book I; Conley, pp. 29-38; MT #5

*Week Seven: Roman Rhetoric*

T 10/11 Cicero, *De Oratore* Intro (20-35) & Book II; Conley, pp. 38-48; MT #6; Quiz #3;

Th 10/13 Cicero, *De Oratore*, Bk III (52-62, 70-80, 96-110, 148-230); Conley 53-63; MT #7

*Week Eight: Roman/Byzantine Rhetoric*

T 10/18 Quintilian, *Institutes* (selections tba); Conley pp. 53-71; Quiz #4

Th 10/20 Augustine, *On Christian Doctrine*, Book IV; Conley pp. 72-78; MT #8

*Week Nine: End of the Classical Era*

T 10/25 Late Classical Style (selections TBA); Review of Classical Rhetoric; MT #9

TH 10/27 MIDTERM EXAMINATION

UNIT III: Medieval and Renaissance Rhetoric

*Week Ten: Medieval Rhetoric/Renaissance Humanism*

T 11/1 Medieval rhetoricians (selections tba); Conley 78-108; MT #10

T 11/3 Erasmus, *De Copia* (excerpt), de Pisan, *Treasure* (excerpt); Conley 109-124; Quiz #5

*Week Eleven: Renaissance Rhetoric*

T 11/8 Castiglione (excerpt); Ramus (excerpt); Conley pp. 124-150; MT #11

Th 11/10 Bacon, *Advancement of Learning* (excerpt); Fell *Women's Speaking* (excerpt);

Conley 151-187; **Paper #2 due**

UNIT IV: Modern Rhetoric

*Week Twelve: Enlightenment Rhetoric*

T 11/15 Astell *Advice to Women* (excerpt); Vico; Conley pp. 188-210; MT #12

T 11/17 Campbell, *Philosophy of Rhetoric* (excerpt), Blair Lectures (excerpt);

Conley pp. 211-234; Quiz #6

*Week Thirteen: Nineteenth Century Rhetoric*

T 11/22 Whately, *Elements* (excerpt), Conley pp. 235-259; MT #13

Th 11/24 THANKSGIVING BREAK (NO CLASS)

*Week Fourteen: Twentieth Century Rhetoric*

T 11/29 Burke, *Grammar and Rhetoric* (excerpts); Conley pp. 260-84; MT #14

Th 12/1 Weaver, *Ethics*; Conley 285-305; MT #15; Quiz #6

*Week Fifteen: Twentieth Century Rhetoric (cont.)*

T 12/6 McKeon (excerpt); Conley 285-91; Paper #3 due

Th 12/8 Toulmin *Uses* (excerpt); Conley pp. 291-305; MT #16

*Week Sixteen: Review*

T 12/13 Review for Final Exam

**\*\*\*Final Exam is scheduled for Thursday, December 22, 9 am-Noon\*\*\***