

**Nicole Brown**

**English 371: Visual Rhetoric U.S. Social Movements**

## Syllabus

Eng 371

Prof. Nicole Brown

Office hours: W 12 p.m. – 3 p.m. and by appointment

**Description:** Visual rhetoric is one of many available means of persuasion that neither displaces nor functions in isolation from other modes of rhetoric. As Kenneth Burke observed, rhetoric is the study of the role of language in both the establishment of permanence and the making of social change. But rhetorical studies traditionally conceived may render the process of change as autonomous, while structuralism and poststructuralism may overestimate ideological barriers to change. The study of the visual rhetoric of U.S. social movements offers an alternative to pre- and post-structuralist challenges by considering:

- how collective consciousness and interests come into visual being?; and
- how these visual rhetorics motivate groups to act in concert?

The visual rhetoric of U.S. social movements is generated in print and digital form, in film, television, and on the stage and street, on pages and signs, and in layout and design, as well as in illustrations, photographs, through bodies and architecture. By familiarizing ourselves with rhetorical methods for analyzing (and perhaps creating) image-based texts related to U.S. social movements, this course examines how these texts create meaning, make arguments, and mobilize action.

### Materials:

Required:

- T.V. Reed. *The Art of Protest: Culture and Activism from the Civil Rights Movement to the Streets of Seattle*. University of Minnesota Press: Minneapolis, 2005.
- Additional readings (placed on library reserve)
- I highly recommend that you keep a three ring binder for storing your materials and research data over the course of the semester.

### Projects and Evaluation:

Mid Term Exam 25%

Final Course Project 35%

In-Class Writing 15%

Online Discussion 15%

5th Hour: Wiki Entries 10%

The grading scale for the course is 100-93 = A, 92-90 = A-, 89-87 = B+, 86-83 = B, 82-80 = B-, 79-77 = C+, 76-73 = C, 72-70 = C-, 69-67 = D+, 66-63 = D, 62-60 = D-

**Policies:**

Regular **Attendance** is required. A good portion of your grade is dependent upon class discussion and work done in the classroom. Thus, it is difficult to make up missed work. Aligned with this, you are allowed two absences, excused or unexcused. More than two absences will result in your final grade being lowered by one letter step. More than four absences, and I recommend that you drop the course. Also, you may not make up missed in-class assignments.

**Discussion** is a big part of learning in this course. Be respectful of your classmates; negative or demeaning remarks - even if you mean them in a "good-spirited" way - don't have a place in our classroom.

You should submit your work on time. **Late Work** will be accepted with a letter-step reduction. You are not able to make up in-class assignments. If you are absent, you are responsible for handing in any assignments due on that day via a fellow class member or email. Due dates for major assignments can be found on the course calendar.

Keep track of where you get **Source Materials** for class and when you access them. Similar to other forms of plagiarism, you should not use someone else's image [even in part] without citing your source.

All written work must be carefully **Proofread** before it is handed in. People who need to improve their proofreading will be asked to sign up for tutorials at the Writing Center.

**Email** may be used to contact students on an individual basis. Therefore, you should have an email address on file with me where you can receive class announcements. Any emails sent to me or another class member should contain Engl270 in the subject header. Any files sent electronically via attachment should contain your last name in the file name [brown.doc]. This is important to ensure that your message is not overlooked and that the attachment is not mis-filed.

**Some other things...**

- Turn your cell phone off before class. No text messaging or iPod [-like] devices during class.
- Arrive on time and be prepared.
- Resist the temptation to pack up before class is dismissed.
- Do not email me to apologize for missing class or to find out what you missed. Think about your available resources!