

**Advanced Editing: Principles & Practices**  
**RHET-3131, Section 001 Winter Term**  
**TuTh 8:30-9:45AM**

**Instructor: Helen Lepp Friesen**

This course addresses issues such as the negotiation of meaning in text production, changing practices of language use, and the historical and social construction of error (including attitudes about "good taste") through a study of editorial practices. Students apply rhetorical analyses of audience, purpose, genre, and context as they edit various documents to strengthen style and readability as well as to ensure accuracy and correctness. Designed to help students develop sound editorial judgement and practical abilities, the course outlines principles of editorial practice that consider the needs of the reader, improve emphasis, and remedy common stylistic flaws. Modern Rhetorical Theory.

**Modern Rhetorical Theory**  
**RHET-3138, Section 001 Winter Term**  
**MW 4:00-5:15PM**

**Instructor: Jason Hannan**

This course provides an overview of modern rhetorical theory. We will begin with the single greatest figure of rhetoric in the modern era: Kenneth Burke. From there, we will cover several major figures and schools of thought in the twentieth century and beyond. The contemporary themes we will address include power, politics, democracy, science, religion, art, media, and popular culture. Students will learn how to apply the theories learned in class to everyday life. The aim of the course is to help students become more critically aware of the complexities of our social and symbolic universe.

**Rhetorics of Visual Representation**  
**RHET-3139, Section 001 Winter Term**  
**MW 2:30-3:45PM**

**Instructor: Tracy Whalen**

One might note a major shift in the field of rhetoric: an increasing amount of the discipline's attention has become focused on the image. Scholars from Psychology, Art History, Women's and Gender Studies, Sociology, Philosophy, Film Studies, Geography, and Communication departments have contributed to a rich conversation about visual objects. In this course, we synthesize these various disciplinary approaches and define (even with a faint dotted line) a field of Visual Rhetoric, examining how symbol users prompt identification in other symbol users through the visual. We look at a range of visual artifacts including, but not limited to, scientific illustrations, religious paintings, editorial cartoons, art, photographs, maps, typography, and page layout. Each week we study how images might address (entice, repulse, trouble, baffle, bore, pleasure, or anger) viewers or go without

comment, so transparent and commonsensical they seem to be.

**Digital Rhetorics**  
**RHET-3152, Section 760, Fall Term**  
**Online**

**Instructor: Jaqueline McLeod Rogers**

Offered 100% online, this course invites you to explore what it means—or whether it is even possible—to form interactive and meaningful online communities. After introducing discussions around building online communities in the early days of the "World Wide Web," the course moves into critical analysis of how textual and rhetorical practices shape or constrain online communities today. The final weeks of the course turn toward completing a small-group, collaborative project: to analyze (or, if you're ambitious, to create) what you would consider to be an online community, and to justify the textual and rhetorical practices you've applied. At the end of the course you submit an e-portfolio of your best work, which you have revised according to peer and instructor feedback.

**Studies in the Rhetorics of Gender**  
**RHET-3153, Section 001, Fall Term**  
**MWF 10:30-11:20AM**

**Instructor: Nadine LeGier**

This course focuses on issues growing from the complex interaction of gender and language use, with a particular focus on written texts. Beginning with an overview of research on the relationship between gender and communicative behaviour, including feminist critiques of language, it considers such topics as the following: the rhetorics of women's movement and of contemporary men's movements; verbal (and, to a lesser extent, visual) constructions of masculinity and femininity in advertising and the media; innovative uses of language which resist and subvert prevailing conceptions of appropriate communicative behaviour; and the rhetoric of public debates over issues such as abortion and reproductive technologies, in which gender is a central factor. Cross-listed: WGS-3153(3).

**Writing on the Environment**  
**RHET-3155, section 001 Winter Term**  
**TuTh 10:00-11:15AM**

**Instructor: Jennifer Clary-Lemon**

The focus of this course will be writing on the environment. To that end, we will be looking at both the genre of what is often called "nature writing" as well as works that rely more heavily on explicit argument, particularly about the impact of humans on nature. A central theme in this class is the separation of "human" from "nature" or "the wild"—as well as an

examination of that divide and a reflection on its purpose. We will also be looking into the relationship between writing and ecology, particularly in Western thought. In approaching texts, we situate ourselves both as writers and as eco-critics – that is, as rhetorical critics whose primary concern is the “nature dimension” of texts under scrutiny. With each text we read, we will ask ourselves, for instance, what is its purpose, and how is it likely to influence environmental attitudes and actions? What are the values inherent in the piece, and how do they reflect thinking about the environment over time? As we approach writing on the environment ourselves, we will also be prepared to reflect on our own rhetorical choices, where they come from, and how they are shaped by the world in which we live.

### **Transnational & Intercultural Language and Communication**

**RHET-3156, section 050 Winter Term  
W 6:00-9:00PM**

**Instructor: Andrew McGillivray**

The course looks at the origins and development of language from a historical perspective and moves into specific case studies of unilingual, bilingual, and multilingual groups, their languages, how they communicate, and representational media used by the group. We focus closely on how groups communicate with one another, often by using common languages and the practice of translation, and how groups use languages to represent their culture to other groups and within the group. Central to such transnational and intercultural communication is the representation of identity and heritage. As languages change, identity changes also occur.

### **Orality & Literacy**

**RHET-3236, section 001 Winter Term  
TuTh 4:00-5:15PM**

**Instructor: Robert Byrnes**

About 2700 years ago, Greeks began using the alphabet. A number of scholars believe that human consciousness changed dramatically when hitherto purely "oral" people became literate, and especially that literacy made abstract thought far more convenient and far more common. They argue that "oral" people think and interact and conceive themselves differently than literate ones, and that literacy led to a new sense of independent selfhood, and inevitably to democracy. A few believe that electronic media are renewing orality in Western cultures, and that we can blame such problems as the literacy crisis on radio and television. The course will examine these and related arguments in the work of such scholars as Albert Lord, Eric Havelock, Walter Ong, Jack Goody, and Neil Postman.

### **Forms of Inquiry in Written Communication**

**RHET-3320, Section 001, Winter Term  
TuTh 11:30-12:45PM**

**Instructor: Andrew McGillivray**

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### **Composing Our Winnipeg: Rhetoric Of/ And the City**

**RHET-3321, Section 001 Winter Term  
TuTh 2:30-3:45PM**

**Instructor: Helen Lepp Friesen**

How does Winnipeg influence our sense of identity and our writing? How do we understand our city through a filter of language and images? If our city been built, written and revised, can we in turn influence the production of our city and its cultures? To respond to questions like these, we will consider how paying attention to place—walking, listening, looking, mapping—can bring to light a level of detail we may have overlooked. We will consider how for each of us the city is both real and imagined, material and mobile. Finally, we will also consider how [well] we live together in the city as strangers and what discourse practices promote a sense of shared community.

We will work with theories about how language and cultural discourse influence identity and possibilities of creativity and social action. We also theorize place and mobilities: thinking locally balances interdisciplinary and extracurricular emphasis on globalization, and thinking about place balances our explorations of virtual space. Research methods in this course are both traditional and non-traditional. We will conduct some archival research and literary analysis, as well as ethnographic observations. We will also adapt the concept of researcher as « flaneur », one who observes by being in place—walking, drawing maps, recording sounds, all to create an alternate up-close version/ vision of place.

**Writing for Scholarly Audiences**  
**RHET-3329, Section 001 Fall Term**  
**TuTh 2:30-3:45PM**

**Instructor: Jennifer Clary Lemon**

This course addresses the varieties of scholarly discourse: why academics write and speak in a particular way, and how the contexts of political and economic environments that surround a university affect textual production. By reading and analyzing representative texts of various disciplines, students will learn to recognize and practice the sort of rhetoric used by academics. The goals of this course are threefold: (1) to increase students' awareness of norms and disciplinary conventions; (2) to help prepare students for advanced scholarship; and (3) to learn more about the pragmatic components involved in writing, thinking, and speaking at an academic level.

**Investigative Journalism**  
**RHET-3330, Section 050 Winter Term**  
**Mon 6:00-9:00PM**

**Instructor: Cecil Rosner**

This course provides an overview of the history, theory and practice of investigative journalism in Canada. It will place this form of journalism into its historical context and survey its major practitioners, including both print and broadcast journalists. The theoretical framework of investigative journalism will be analyzed, and parallels will be drawn to the other social sciences. You will also learn some of the practical tools of the investigative journalist, including search strategies, chronologies, computer-assisted reporting, online research methods, study and analysis of public records, and access-to-information methods. The ethics and legalities of investigative journalism will be surveyed, along with analysis of case studies. As well, you will learn practical lessons about structuring and writing projects for both print and broadcast.

Seminar discussions will be as interactive as possible. Examples of investigative print projects, as well as videos will be used. Two required texts will prepare you for many of the course's components. Assignments and tests will gauge your understanding of both the theoretical concepts involved, and the practical tools of the investigative journalist.

**Writing Internship: Comm Climate Change**

**RHET-3331, Section 002 Fall Term**  
**Instructor: Jennifer Clary-Lemon**

No description available.

**Strategies for Technical and Professional Communication**  
**RHET-3340, Section 001, Fall Term**  
**TuTh 4:00-5:15PM**

**Instructor: Sheila Page**

Writing in an organisational setting requires a careful understanding of the individual writer's role in relation to the organisation, as well as to its mandate and its internal and external audiences. In this course, we will use several theories from the fields of rhetoric, communications, and management to understand the purposes and constraints that shape organisational communications. We will also analyse and practise many of the standard formats used in organisational communications, in both traditional and digital forms.

We will then build on this foundation of theory and practice by analysing a range of occasions for organisational communications and the choices available for responding to those occasions. Throughout the course, you will have opportunities to work individually and in groups to produce organisational documents, to examine issues in organisational communications through oral presentations and analytical essays, and to engage in the type of peer response and revision that is fundamental to good communications practices within organisations.

**Communication, Ideology & Power**  
**RHET-3350, Section 001, Winter Term**  
**TuTh 10:00-11:15AM**

**Instructor: Matthew Flisfeder**

This course focuses on contemporary theories of ideology and the reproduction of ideological hegemony in the media. Using examples from contemporary media, including the internet, new media, and social media, the course focuses on the different ways that modern mass media use rhetoric, language, discourse, and images to reproduce existing relations of power, exploitation, and domination. The course also considers the relationship between the media and counter-hegemonic discourses. Topics include (but are not limited to): media and subjectivity; media and social class; ideologies of race, gender, and sexuality; and alternative media and struggles for resistance to power.

**Topics in Rhetoric, Writing & Communications: Social Media, Culture and Society**

**RHET-3900, Section 001 Fall Term**  
**TuTh 2:30-3:45PM**

**Instructor: Matthew Flisfeder**

This course offers a study of an area of rhetoric, writing, or communications not covered by the general courses in the department. Depending on the particular expertise or research interests of a given instructor, it may, for instance, centre on the rhetorics of a particular genre, a particular political focus, or a given thematic. The course also allows students to explore a given theoretical approach at a more advanced level than they might in other

offerings. This course may be repeated for credit when the topic varies.

**Topics in Rhetoric, Writing & Communications: Social Media and Culture**

**RHET-3900, Section 002 Winter Term  
TuTh 2:30-3:45PM**

**Instructor: Matthew Flisfeder**

This course offers a study of an area of rhetoric, writing, or communications not covered by the general courses in the department. Depending on the particular expertise or research interests of a given instructor, it may, for instance, centre on the rhetorics of a particular genre, a particular political focus, or a given thematic. The course also allows students to explore a given theoretical approach at a more advanced level than they might in other offerings. This course may be repeated for credit when the topic varies.