



FALL TERM COURSE DESCRIPTIONS

Instruction Codes:

Le = in-person lecture

S = in-person seminar

P = Project/Thesis

ONL-H = Hybrid online

ONL-A = Asynchronous online

ONL-S = Synchronous online

A = Apprenticeship, Internship, Practicum

Please check WebAdvisor for instructor and classroom information.

Academic Writing: Humanities

RHET-1101, Section 001, Fall

TuTh 11:30-12:45

Instruction Method: Le

Academic Writing teaches the essential strategies for university writing and research: the discovery of topics, the arrangement of ideas, the assessment of audience and purpose, and the practice of effective editing. Sections of RHET-1101 are designed for students likely to major in a discipline in the Humanities, such as English, History, or Philosophy. Assignments may include summaries, reviews, critiques, and research papers. Students are introduced to the styles of documenting sources and to the research databases relevant to the Humanities.

Academic Writing: Humanities

RHET-1101, Section 002, Fall

MW 14:30-15:45

Instruction Method: Le

See description for RHET-1101-001.

Academic Writing: Social Sciences

RHET-1102, Section 001, Fall

MWF 08:30-09:20

Instruction Method: Le

Academic Writing teaches the essential strategies for university writing and research: the discovery of topics, the arrangement of ideas, the assessment of audience and purpose, and the practice of effective editing. Sections of RHET-1102 are designed for students likely to major in a discipline in the Social Sciences, such as Politics, Psychology, or Sociology. Assignments may include annotated bibliographies, literature reviews, and ethnographies. Students are introduced to the styles of documenting sources and to the research databases relevant to the Social Sciences.

Academic Writing: Social Sciences

RHET-1102, Section 050, Fall

M 18:00-21:00

Instruction Method: Le

See description for RHET-1102-001.

Academic Writing: Sciences

RHET-1103, Section 001, Fall

MW 16:00-17:15

Instruction Method: Le

Academic Writing teaches the essential strategies for university writing and research: the discovery of topics, the arrangement of ideas, the assessment of audience and purpose, and the practice of effective editing. Sections of RHET-1103 are designed for students likely to major in a discipline in the Sciences, such as Biology, Chemistry, or Physics. Students are introduced to the styles of documenting sources and to the research databases relevant to the Sciences.

Academic Writing: Sciences

RHET-1103, Section 002, Fall

TuTh 08:30-09:45

Instruction Method: Le

See description for RHET-1103-001

Academic Writing: Sciences

RHET-1103, Section 003, Fall

MWF 09:30-10:20

Instruction Method: Le

See description for RHET-1103-001

Academic Writing: Business Admin

RHET-1104, Section 001, Fall

MW 16:00-17:15

Instruction Method: Le

Academic Writing teaches the essential strategies for university writing and research: the discovery of topics, the arrangement of ideas, the assessment of audience and purpose, and the practice of effective editing. Sections of RHET-1104, designed for students in Business and Administration, focus on the fundamentals of good writing and critical thinking in academic

and institutional settings. Students practise the forms of communication common in business, public administration, and non-profit organizations, such as summaries, reports, proposals, and correspondence. Students also learn the documentation styles and research databases relevant to Business and administration. The Department website provides detailed information about each section.

Academic Writing: Business Admin

RHET-1104, Section 050, Fall

M 18:00-21:00

Instruction Method: Le

See description for RHET-1104-001

Academic Writing: Multidisciplinary

RHET-1105, Section 001, Fall

MWF 08:30-09:20

Instruction Method: Le

Academic Writing teaches the essential strategies for university writing and research: the discovery of topics, the arrangement of ideas, the assessment of audience and purpose, and the practice of effective editing. Sections of RHET-1105, designed for students who have not yet chosen a field of study, take a multidisciplinary rather than discipline-specific perspective. The approach taken in each section (for instance, the assignments, the research methods, and the styles of documentation) varies.

Academic Writing: Multidisciplinary

RHET-1105, Section 002, Fall

TuTh 08:30-09:45

Instruction Method: Le

See description for RHET-1105-001

Academic Writing: Multidisciplinary
RHET-1105, Section 003, Fall
TuTh 08:30-09:45

Instruction Method: Le

See description for RHET-1105-001

Academic Writing: Multidisciplinary
RHET-1105, Section 004, Fall
Sa 09:00-12:00

Instruction Method: Le

See description for RHET-1105-001

Academic Writing: Multidisciplinary
RHET-1105, Section 005, Fall
MWF 09:30-10:20

Instruction Method: Le

See description for RHET-1105-001

Academic Writing: Multidisciplinary
RHET-1105, Section 006, Fall
MWF 09:30-10:20

Instruction Method: Le

See description for RHET-1105-001

Academic Writing: Multidisciplinary
RHET-1105, Section 007, Fall
TuTh 10:00-11:15

Instruction Method: Le

See description for RHET-1105-001

Academic Writing: Multidisciplinary
RHET-1105, Section 008, Fall
MWF 10:30-11:20

Instruction Method: Le

See description for RHET-1105-001

Academic Writing: Multidisciplinary
RHET-1105, Section 009, Fall
Schedule: TuTh 11:30-12:45

Instruction Method: Le

See description for RHET-1105-001

Academic Writing: Multidisciplinary
RHET-1105, Section 010, Fall
TuTh 11:30-12:45

Instruction Method: Le

See description for RHET-1105-001

Academic Writing: Multidisciplinary
RHET-1105, Section 011, Fall
MWF 12:30-13:20

Instruction Method: Le

See description for RHET-1105-001

Academic Writing: Multidisciplinary
RHET-1105, Section 012, Fall
TuTh 13:00-14:15

Instruction Method: Le

See description for RHET-1105-001

Academic Writing: Multidisciplinary
RHET-1105, Section 013, Fall
MWF 13:30-14:20

Instruction Method: Le

See description for RHET-1105-001

Academic Writing: Multidisciplinary
RHET-1105, Section 014, Fall
TuTh 14:30-15:45

Instruction Method: Le

See description for RHET-1105-001

Academic Writing: Multidisciplinary
RHET-1105, Section 015, Fall

MW 14:30-15:45

Instruction Method: Le

See description for RHET-1105-001

Academic Writing: Multidisciplinary

RHET-1105, Section 016, Fall

TuTh 16:00-17:15

Instruction Method: Le

See description for RHET-1105-001

Academic Writing: Multidisciplinary

RHET-1105, Section 019, Fall

MW 16:00-17:15

Instruction Method: Le

See description for RHET-1105-001

Academic Writing: Multidisciplinary

RHET-1105, Section 510, Fall

TuTh 10:00-11:15

Instruction Method: Le

See description for RHET-1105-001

**Academic Writing: English as an Additional
Language (EAL)**

RHET-1115(3), Section 001, Fall

***May not be taken by students whose first
language is English.***

TuTh 16:00-17:15

Instruction Method: Le

Academic Writing teaches the essential strategies for university writing and research. This course is designed to give students whose first language is not English extensive opportunities to further develop their writing abilities, research skills, and public speaking skills. During the course, students learn to generate, evaluate, and develop ideas logically, support arguments with evidence, gather and

document information from a variety of sources, use language clearly and correctly. Particularly, students have extensive opportunities to practice writing different genres of texts, and to develop public speaking skills, through a debate and a research presentation.

Intro to Rhetoric and Communications

RHET- 1120, Section 001, Fall

TuTh 10:00-11:15

Instruction Method: Le

This course provides an introduction to the study of Rhetoric and Communications, and the role that persuasion and persuasive discourse plays in contemporary communication, culture, and society. Topics include the role of persuasion in everyday communication, the relationship between rhetoric and structures of language, and foundations in rhetorical scholarship, writing studies, and the study of communications. Other topics may include the study of rhetoric in political communication, literacy pedagogy and textuality, religion, the law, public relations, and visual rhetoric in art, film, popular culture, and advertising.

Professional Style and Editing

RHET-2131, Section 001, Fall

TuTh 10:00-11:15

Instruction Method: Le

This course teaches students to think as writers, revising prose with reader needs and engagement in mind. It also teaches writers to clarify and expand ideas by finding more precise words and choosing sentence structures and patterns that build sought-after connections and coherence. Students will learn

how to write in several prose styles and to edit each other's work in terms of stylistic (as well as grammatical) criteria. The course will include short exercises and quizzes, as well as longer essays, offering opportunities to practice revision and editing skills. It will be of value to students concerned with writing polished term papers or theses, not to other forms of written communication.

Rhetorical Criticism

RHET-2135, Section 001, Fall

TuTh 08:30-09:45

Instruction Method: Le

This course undertakes the study of how persuasion works in speech as well as in other forms of communication and representation. We will explore the rhetorical tradition and several contemporary critical methods, including but not limited to Neo-Aristotelianism, New Criticism, formalism, hermeneutics, structuralism, Marxism, feminism, and narrative criticism. Artifacts we will read, listen to, and view in our critical practice include speeches, written texts, advertisements, works of art, websites, statues, monuments, and other types of cultural object. We will study these artifacts in light of their origins and surroundings, so each artifact is situated in a specific contextual framework..

Contemporary Communication Theory

RHET-2137, Section 770, Fall

TuTh 11:30-12:45

Instruction Method: Le

The aim of this course is to provide students with a critical and philosophical understanding of media and communication that they can use

to help better understand their role in shaping their own lives and the world they live in. This course introduces students to some of the central theories in contemporary communication studies. It covers a broad range of topics, including Canadian communications scholarship; the relationship between media and ideology; the 'culture industry', advertising, and public relations; the relationship between democracy, journalism, media and the public sphere; concerns about media ownership, power and propaganda; new media, platform communication and digital surveillance; and the relation of media and communications to contemporary Globalisation.

Rhetoric of Animality

RHET-2142, Section 770, Fall

MW 16:00-17:15

Instruction Method: Le

This course examines what has come to be known in the humanities as "the question of the animal". It considers how moral discourse in the West has failed to grapple with the physical and metaphysical presence of non-human animals. Students examine how the moral status of animals has been theorized in Western thought. Students interrogate the different tropes used to uphold the human-animal distinction, including the idea that speech, communication, and reason confer a special status upon humanity. Students engage a wide range of writings addressing "the question of the animal".

Tutoring Writing

RHET-2500, Section 001, Fall

TuTh 14:30-15:45

Instruction Method: Le

This course is designed to provide the theoretical and practical knowledge students will need to work as a writing tutor in the Department of Rhetoric, Writing, and Communications. The class meets once weekly throughout Fall and Winter terms. Readings in composition theory and in the principles of peer tutoring will introduce students to such topics as the composing process, methods of writing assessment, rhetorical expectations in academic writing, and the ethical responsibilities of tutors in a peer-tutoring relationship. Students enrolled in this course will be expected to be a part of the University of Winnipeg's growing community of tutors by taking part in community-building and "shadow" existing tutors to learn about best practices in peer conferences.

Rhetoric of Visual Representation**RHET-3139, Section 001, Fall****MW 16:00-17:15****Instruction Method: Le**

This course equips students with the tools to critically analyze and creatively engage with multimodal texts, focusing on the interplay between visual, linguistic, and other semiotic resources. Students will investigate how images, symbols, and multimodal designs communicate meaning across different cultural and social contexts. The course emphasizes the interconnectedness of various semiotic modes and resources—such as text, image, color, and layout—and how they work together to construct and convey messages. Drawing on theories of multimodality and social semiotics, students will critically analyze multimodal texts

from advertising, film, digital media, and popular culture. They will explore the power dynamics, cultural codes, and ideologies embedded in multimodal representations, examining how these elements shape perception and influence audiences. Through a combination of theoretical and practical applications, students will develop lens to deconstruct and create persuasive multimodal texts. They will also engage in projects that challenge them to think creatively about the role of multimodality in contemporary society, enhancing their ability to interpret and produce complex multimodal compositions..

The New Journalism**RHET-3154, Section 001, Fall****TuTh 16:00-17:15****Instruction Method: Le**

"New Journalism" arose in the 1960s when Truman Capote, Tom Wolf, Joan Didion, Hunter S. Thompson, and others began to infuse their reporting with rhetorical and literary technique, creating a hybrid genre of reportage that was both factual and artistic. They dethroned the novel as the most prestigious outlet for imaginative literary talent in their generation and instigated the first powerful renewal of North American letters in fifty years. The course includes works of both early and later periods of this movement, and considers a number of critical and theoretical statements about its practice.

Composing Our Winnipeg: Rhetoric Of/And the City**RHET-3321, Section 001, Fall****TuTh 13:00-14:15**

Instruction Method: Le

How does Winnipeg as place and social hub influence our sense of identity and our writing? How do we understand our city through a filter of language and images? How is Winnipeg like and unlike other cities and how is our local culture connected to global and planetary life? To respond to questions like these, we will consider how paying attention to place—walking, listening, looking, mapping--can reveal a level of detail we may have overlooked. We will consider how [well] we live together in the city and what discourse practices promote a sense of shared community. Research methods in this course are both traditional and non-traditional. We will conduct some archival research and discourse analysis, as well as ethnographic observations. We will also adapt the concept of researcher as «flâneur», one who observes by being in place—walking, drawing maps, recording sounds, all to create an up-close version/vision of place

Technical & Professional Communication**RHET-3340, Section 001, Fall****TuTh 16:00-17:15****Instruction Method: Le**

Professional and technical communication skills are central to success in the workplace. Strong reading and writing skills—as well as strengths in presenting, listening, problem-solving, and collaborating—are essential qualities for productivity. Designed as an introduction to organizational communication, this course will provide you with experience in different forms of the art, enhancing your ability to read critically, write persuasively, and above all communicate ideas clearly and effectively. This

course provides an overview of the field of organizational communication and an introduction to a variety of rhetorical theories, explaining the strategic choices available to professional and technical communicators. Students analyze various artifacts of organizational communication, as well as plan, draft, edit, and design a range of professional and technical documents, such as business correspondence, proposals, and reports. The assignments stress the importance of a critical analysis of purpose, context, and readership for making effective, appropriate, and ethical choices. Uses and designs of electronic correspondence and on-line information are also discussed.

Games and the Rhetoric of Play**RHET-3460, Section 050, Fall****F 14:30-17:15****Instruction Method: Le**

Our media landscape has never been more playful! While sports and games are among the most ancient of human art and communication forms, the explosion of video game media—and the subsequent transformation of analog games and “gamification” of traditionally non-playful spaces—have centered games at the epicentre of our ongoing cultural and technological transformations. This course introduces students to humanities-based game studies, focusing on rhetorical studies of game design, game writing, and play as a medium of communication. Topics may include the debate between ludological (rule-based) and narratological (story-based) approaches, procedural studies, platform and software studies, gamification, games and adaptation studies, and games as rhetorical

objects. This course examines games as a discipline in its own right. While it is not a course in game design or programming, students will have the opportunity to create their own games and reflect upon them from the perspectives of rhetorical criticism, design, and play.

Modern Rhetorical Theory

RHET-4138, Section 770, Fall

TuTh 16:00-17:15

Instruction Method: S

This course provides an overview of modern rhetorical theory. It covers several major figures and schools of thought from the twentieth century to the present. Contemporary themes addressed include power, politics, democracy, science, religion, art, media, and popular culture. Students 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.

Critical Theories of Discourse & Ideology

RHET-4151, Section 001, Fall

MW 14:30-15:45

Instruction Method: S

Critical theories of discourse and ideology enable us to identify the ways that language and media impacts our worldviews, political and economic institutions, and everyday lives. This course engages students in an intensive study of theories of discourse and ideology, and various historical approaches to writing and thinking about ideological texts and communicative practices. Using examples from contemporary media and a broad selection of theoretical approaches, it explores different theories of rhetoric, discourse, and ideology that explore how modern mass media and culturally influential belief systems can serve to both reproduce and challenge forms of social power, including relations of class, gender, and race in contemporary society.

FALL/WINTER TERM COURSE DESCRIPTIONS

Instruction Codes:

Le = in-person lecture

S = in-person seminar

P = Project/Thesis

ONL-H = Hybrid online

ONL-A = Asynchronous online

ONL-S = Synchronous online

A = Apprenticeship, Internship, Practicum

Please check WebAdvisor for instructor and classroom information.

Academic Writing: Extended

RHET-1110, Section 001, Fall/Winter

TuTh 10:00-11:15

Instruction Method: Le

Academic Writing teaches the essential strategies for university writing and research: the discovery of topics, the arrangement of ideas, the assessment of audience and purpose, and the practice of effective editing. This course is designed to give students extensive opportunities to further develop their writing abilities, such as generating, evaluating, and developing ideas logically, supporting arguments with evidence, gathering and documenting information from a variety of sources, and using language clearly and correctly.



WINTER TERM COURSE DESCRIPTIONS

Instruction Codes:

Le = in-person lecture

S = in-person seminar

P = Project/Thesis

ONL-H = Hybrid online

ONL-A = Asynchronous online

ONL-S = Synchronous online

A = Apprenticeship, Internship, Practicum

Please check WebAdvisor for instructor and classroom information.

Academic Writing: Humanities

RHET-1101, Section 003, Winter

MWF 08:30-09:20

Instruction Method: Le

Academic Writing teaches the essential strategies for university writing and research: the discovery of topics, the arrangement of ideas, the assessment of audience and purpose, and the practice of effective editing. Sections of RHET-1101 are designed for students likely to major in a discipline in the Humanities, such as English, History, or Philosophy. Assignments may include summaries, reviews, critiques, and research papers. Students are introduced to the styles of documenting sources and to the research databases relevant to the Humanities.

Academic Writing: Humanities

RHET-1101, Section 004, Winter

MW 16:00-17:15

Instruction Method: Le

See description for RHET-1101-004

Academic Writing: Social Sciences

RHET-1102, Section 002, Winter

TuTh 16:00-17:15

Instruction Method: Le

Academic Writing teaches the essential strategies for university writing and research: the discovery of topics, the arrangement of ideas, the assessment of audience and purpose, and the practice of effective editing. Sections of RHET-1102 are designed for students likely to major in a discipline in the Social Sciences, such as Politics, Psychology, or Sociology. Assignments may include annotated bibliographies, literature reviews, and ethnographies. Students are introduced to the styles of documenting sources and to the research databases relevant to the Social Sciences.

Academic Writing: Social Sciences

RHET-1102, Section 051, Winter

W 18:00-21:00

Instruction Method: Le

See description for RHET-1102-002

Academic Writing: Sciences

RHET-1103, Section 004, Winter

TuTh 08:30- 09:45

Instruction Method: Le

Academic Writing teaches the essential strategies for university writing and research: the discovery of topics, the arrangement of ideas, the assessment of audience and purpose, and the practice of effective editing. Sections of RHET-1103 are designed for students likely to major in a discipline in the Sciences, such as Biology, Chemistry, or Physics. Students are introduced to the styles of documenting sources and to the research databases relevant to the Sciences.

Academic Writing: Sciences
RHET-1103, Section 005, Winter
MW 14:30-15:45

Instruction Method: Le
See description for RHET-1103-004.

Academic Writing: Business Admin
RHET-1104, Section 002, Winter
MW 16:00-17:15

Instruction Method: Le
Academic Writing teaches the essential strategies for university writing and research: the discovery of topics, the arrangement of ideas, the assessment of audience and purpose, and the practice of effective editing. Sections of RHET-1104, designed for students in Business and Administration, focus on the fundamentals of good writing and critical thinking in academic and institutional settings. Students practise the forms of communication common in business, public administration, and non-profit organizations, such as summaries, reports, proposals, and correspondence. Students also learn the documentation styles and research

databases relevant to Business and Administration. The Department website provides detailed information about each section.

Academic Writing: Business Admin
RHET-1104, Section 051, Winter
M 18:00-21:00

Instruction Method: Le
See description for RHET-1104-002

Academic Writing: Multidisciplinary
RHET-1105, Section 020, Winter
Schedule: MWF 08:30-09:20

Instruction Method: Le
Academic Writing teaches the essential strategies for university writing and research: the discovery of topics, the arrangement of ideas, the assessment of audience and purpose, and the practice of effective editing. Sections of RHET-1105, designed for students who have not yet chosen a field of study, take a multidisciplinary rather than discipline-specific perspective. The approach taken in each section (for instance, the assignments, the research methods, and the styles of documentation) varies.

Academic Writing: Multidisciplinary
RHET-1105, Section 021, Winter
Schedule: TuTh 08:30-09:45

Instruction Method: Le
See description for RHET-1105-020.

Academic Writing: Multidisciplinary
RHET-1105, Section 022, Winter
Sa 09:00-12:00

Instruction Method: Le

See description for RHET-1105-020.

Academic Writing: Multidisciplinary
RHET-1105, Section 023, Winter
MWF 09:30-10:20

Instruction Method: Le

See description for RHET-1105-020

Academic Writing: Multidisciplinary
RHET-1105, Section 024, Winter
MWF 10:30-11:20

Instruction Method: Le

See description for RHET-1105-020

Academic Writing: Multidisciplinary
RHET-1105, Section 025, Winter
TuTh 11:30-12:45

Instruction Method: Le

See description for RHET-1105-020

Academic Writing: Multidisciplinary
RHET-1105, Section 026, Winter
MWF 11:30-12:20

Instruction Method: Le

See description for RHET-1105-020

Academic Writing: Multidisciplinary
RHET-1105, Section 027, Winter
TuTh 13:00-14:15

Instruction Method: Le

See description for RHET-1105-020

Academic Writing: Multidisciplinary
RHET-1105, Section 028, Winter
MWF 12:30-13:20

Instruction Method: Le

See description for RHET-1105-020

Academic Writing: Multidisciplinary
RHET-1105, Section 029, Winter
TuTh 14:30-15:45

Instruction Method: Le

See description for RHET-1105-020

Academic Writing: Multidisciplinary
RHET-1105, Section 030, Winter
MWF 13:30-14:20

Instruction Method: Le

See description for RHET-1105-020

Academic Writing: Multidisciplinary
RHET-1105, Section 031, Winter
MW 14:30-15:45

Instruction Method: Le

See description for RHET-1105-022

Academic Writing: Multidisciplinary
RHET-1105, Section 033, Winter
TuTh 16:00-17:15

Instruction Method: Le

See description for RHET-1105-020

Academic Writing: Multidisciplinary
RHET-1105, Section 518, Winter
Cross-listed with section RHET-1105-517.
TuTh 10:00-11:15

Instruction Method: Le

See description for RHET-1105-517

Intro to Rhetoric and Communications
RHET-1120, Section 002, Winter
MW 16:00-17:15

Instruction Method: Le

This course provides an introduction to the study of Rhetoric and Communications, and the role that persuasion and persuasive discourse

plays in contemporary communication, culture, and society. Students examine topics such as the role of persuasion in everyday communication, the relationship between rhetoric and structures of language, and foundations in rhetorical scholarship, writing studies, and communications. Other topics may include the study of rhetoric in political communication, literacy pedagogy and textuality, religion, the law, and visual rhetoric in art, film, popular culture, advertising, and public relations.

**Advanced EAL Writing:
Negotiating Conventions
RHET-2115, Section 001, Winter
TuTh 14:30-15:45**

Instruction Method: Le

This course builds upon the aspects learned in Academic Writing: Multidisciplinary (RHET 1105) and/or other introductory academic writing courses to further develop students' knowledge and experience of the textual as well as multimodal features that characterize discipline-specific as well as research-based academic writing. The emphasis in this course is on developing a more advanced academic literacies in students' own academic discipline; and developing capacities for carrying out a micro-research project or conducting an extended writing project of their choice. This involves study design, critical reading of the relevant literature, data analysis, research-based academic writing, and academic presentation. In addition to guidance on reading and responding to relevant academic literature, students receive individualized feedback as they draft sections of the research

paper of their academic major, including the introduction (I), methods (M), results (R) and discussion (D) sections. This well-known IMRD structure offers students an excellent basis for understanding and practicing variation in representing academic content and in positioning writers and readers. Students will come out of this course better prepared to create small-scale empirical research and/or conceptual discussion and to communicate about their academic project in a written research report and oral presentation.

**Professional Style and Editing
RHET-2131, Section 002, Winter
TuTh 11:30-12:45**

Instruction Method: Le

This course teaches students to revise their prose, not for new ideas but for better phrasing of the ones they already have. Students will learn how to write in several prose styles and to edit each other's work professionally in terms of stylistic (rather than only grammatical) criteria. The course will include a number of short style exercises as well as longer essays, and a great deal of practice in editing. It will be a great help for anyone intending to write polished term papers or theses, not to mention business memos.

**Rhetorical Criticism
RHET-2135, Section 002, Winter
MW 14:30-15:45**

Instruction Method: Le

This course will challenge misconceptions of the art of persuasion, by demonstrating rhetoric's long-term validity as a tool not only of convincing audiences but also deconstructing

existing media exposures. We will consider the use of rhetoric as a theoretical and critical tool, with a particular discussion on methods such as Neo-Aristotelian, genre, cluster, discourse analysis, fantasy-theme, visual, ideological, feminist, and metaphorical criticism. Media examples to be critiqued will include samples from prominent popular media including television, radio, advertising, art, political speeches, essays, comics, articles, and more. For the rhetorical critic, such uses of language are considered worthy of close analysis not only because they have lasting aesthetic value, but because they reveal cultural values and social trends, influence the development of meaning, and motivate audiences. Students in this course will examine a variety of media in order to develop their own perspective of rhetorical criticism, which views language acts as responses to historical circumstances, addressed to particular audiences and motivated by particular goals. Contemporary, written texts will comprise the bulk of the reading in the course, but speeches, pre-modern texts, and non-written texts may also be considered. In addition, students will be encouraged to suggest other readings (including online, magazine, and newspaper articles, etc.) that are suitable for rhetorical analysis and critique.

Contemporary Communication Theory

RHET-2137, Section 002, Winter

TuTh 10:00-11:15

Instruction Method: Le

This course provides students with essential knowledge for advancing to upper-level courses in Rhetoric and Communications.

This course introduces students to some of the central theories in contemporary communication studies. Through the reading of primary source texts, the course provides students with an historical, critical, conceptual, and philosophical understanding of communication and media. Through assigned readings, written assignments, and class discussions students learn about foundational scholars who have contributed to contemporary communication theories. In the first half of the course, students learn about the role that media form plays in the production of persuasive rhetoric. Students will learn about the mathematical model of communication, cybernetics, and medium theory. They will also learn about the Canadian tradition of communication studies, with a focus on figures such as Harold A. Innis and Marshall McLuhan. The second half of the course focuses on representational theories or models of communication, which look at the production and exchange of meanings and ideology. Students will learn about Marxian and psychoanalytic theories of representation, structuralism and semiotics, cultural studies approaches, media democracy and the public sphere, and postmodern perspectives on digital media, surveillance, and control. Through our examination of representational theories of communication, students will learn how to question and think critically about the practices of disinformation, indoctrination, manipulation, and propaganda in contemporary media and communications. They will also learn that persuasive communication requires forms of representation and articulation that correspond

to the forms of particular media. By the end of the course, students will be able to produce media and ideology criticism and will attain skills that may be used for the production of persuasive communication in contemporary multimedia environments in the public sphere.

Rhetoric of Medicine

RHET-2143, Section 770, Winter

MW 16:00-17:15

Instruction Method: Le

Medicine is one of the oldest and most respected professions. Given its centrality in our lives, it is crucial that medicine be taken seriously by the humanities. What, then, does rhetoric have to say about medicine? How can we use rhetoric to investigate the history, practice, and culture of medicine? What insights can rhetoric offer about medical discourse? This course explores the role of language, performance, ethics, and power in medicine. The aim is to cultivate a crucial humanistic perspective on medicine and to understand its place in the modern social imaginary.

Oral Communication

RHET-2145, Section 001, Winter

TuTh 13:00-14:15

Instruction Method: Le

The journey of human communication arguably started with the voice, and the power of speech retains its significance today even amidst our digital mediascape. Covering traditional forms of oral culture and communication as well as more recent development in oral media, this course will allow students the opportunity to both analyze and critique spoken works as well

as practice their own. The goals of this course are threefold: to improve students' presentation skills in both design and delivery, to develop their critical analysis of presentations, and to extend their scholarly understanding of rhetoric and oratory. This course covers such topics as presentation structure, paralinguistic communication, the use of technology, charisma, gender and delivery, and rhetorical strategies of identification. Students develop their speaking skills (and rhetorical acumen) in very practical ways by addressing different audiences through different communicative forms, including conversation and class discussion, as well as group and individual presentations. These activities are informed, always, by rhetorical history and theory and by close consideration of why and how we might speak in the first place—and when, why, and how we might listen as well. Course work is evenly distributed between praxis-centred performance and scholarly reading and analysis, with assignments including both spoken presentations and theory-based research work.

Communication & Popular Culture

RHET-2250, Section 002, Winter

TuTh 16:00-17:15

Instruction Method: Le

This course examines the relationship between the rise of new media and 'popular culture'. The course looks at changing rhetorics of taste, from the nineteenth to the twentieth century, as new media and social developments made art and culture more accessible to the public. The course also examines how new processes of mediated distribution of art changed the

discursive strategies for writing about popular culture and its connections to relations of social power, political and economic institutions, and everyday life. Course topics include: the rise of photography and the technological reproducibility of images; mass media and the culture industry; technology and globalization; and the rise of digital pop culture. The goal of this course is to provide students with a sense of the historical, social-political, and cultural contexts in which contemporary communications take place, and to better understand the ways pop culture in its various forms impact our broader society and day-to-day lives.

Digital Storytelling

RHET-2350, Section 001, Winter

TuTh 14:30-15:45

Instruction Method: Le

This course is designed as an introduction to reading and writing digital texts. Just as electronic devices have become the tools of choice for composition, so networks have become a medium of choice for publication. Students learn the effects of the following contexts on writing: real-time, synchronous communication; anytime asynchronous communication; and emerging online genres (such as social media and blogs). Emphasis is on reader awareness in evaluating the credibility of material in the online environment, developing and evaluating an online ethos, and webpage production that balances audience awareness, online conventions, and visual design.

Rhetorics of Gender

RHET-3153, Section 001, Winter

TuTh 10:00-11:15

Instruction Method: Le

How does language shape our ideas about gender—and how do people use language to challenge those ideas? This course explores the complex intersections of gender, language, and power, drawing on feminist, queer, and critical linguistic perspectives. We begin by surveying key theories and research on gendered language practices, then turn to how gender is communicated, contested, and performed in everyday talk, writing, digital spaces, and media. Topics include gendered communication styles; discourses of the body and sexuality; language in schools, workplaces, and activist movements; and the rhetoric of public debates around reproductive rights, trans inclusion, and gender justice. Students will critically analyze real-world texts and communicative practices to understand how linguistic choices both reflect and reshape broader social norms—and how language can be a powerful tool for both resistance and change.

Environmental Communication

RHET-3155, Section 001, Winter

TuTh 13:00-14:15

Instruction Method: Le

This course examines the role of media, communication, culture, and rhetoric in the public sphere in raising awareness about environmental issues like climate change. This course explores how different actors (e.g., corporations, governments, environmental groups) talk about the 'environment' to further their interests and values. It also engages with how different forms of journalism and media

impact our ability to address environmental problems, as well as the role communication and rhetoric play in contemporary environmental advocacy. These issues are explored using the climate crisis as a focal lens to better engage with the growing field of environmental communication and its relation to ecological sustainability.

Culture Wars

RHET-3158, Section 001, Winter

TuTh 16:00-17:15

Instruction Method: Le

This course will introduce students to the nature of communication in a divided society. Students will consider the challenges that cultural, conceptual, and moral diversity pose to democratic dialogue and civic engagement. They will first be given some historical background to explain the contemporary culture wars. They will then evaluate a series of recent case studies concerning moral conflict and communication breakdown. The aim is to get students to think critically about what communication means in the absence of a shared vocabulary and what kind of dialogue is appropriate for a radically diverse society.

Forms of Inquiry in Written Communication

RHET-3320, Section 001, Winter

F 14:30-17:15

Instruction Method: Le

This course encourages an ethnographic approach to studying how groups communicate, formulate expressive culture, and use technologies. The major assignment for the course is a staged research project, for which students conduct initial exploratory

research on a group of their choice, followed by a project proposal and human ethics research training. After the proposals are approved, students then undertake fieldwork through observation, participation, interviews, and/or the collection of artifacts (physical and/or textual). The final stage of the project includes writing out the data collected during research and writing up a final ethnographic study of the group.

Investigative Journalism

RHET-3330, Section 050, Winter

M 18:00-21:00

Instruction Method: Le

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. 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.

Rhetoric of Nonfiction

RHET-4150, Section 001, Winter

MW 14:30-15:45

Instruction Method: S

This course examines nonfiction writing as a creative and critical genre. Creative nonfiction is experience- and fact-based while at the same time drawing on a wide range of literary and rhetorical resources to entertain, inform, and persuade readers. Nonfiction encompasses a variety of genres, and we will examine a range of examples – personal essays, travel and nature writing, memoir and biography, to name a few. The course considers ethical issues that attend this form of writing: the power the writer assumes by taking on the role of telling the story and questions of language and truth. We will apply Walter Fisher's standards for judging narratives, to understand why a reader finds some stories more compelling than others. The course offers opportunities for students to read and to practice various forms of nonfiction writing.

Digital Rhetorics

RHET-4152, Section 001, Winter

TuTh 13:00-14:15

Instruction Method: S

This course provides students with a critical understanding of contemporary advances in digital culture, from the ubiquity of

smartphones to the rise of augmented reality, the rise of digital automation and artificial intelligence, the ways digital culture changes our understanding of human subjectivity, the looming possibility of a "posthuman" future, and the impact of digital infrastructures on climate change and the environment. The course introduces students to advanced themes, issues, and intellectual debates in the study of digital rhetoric, the language of new media, and digital culture. It provides a critical perspective on what it means to live in a digitally mediated world, and how the world of the digital provides critical insight into the culture and structure of twenty-first century capitalism. To this end, the course seeks to answer the following questions: How should we define media in a world structured by digital technology? What separates digital media from old media? What is the relationship of digital media to culture and society? What role does digital communication and rhetoric play in a modern democracy, and how does the evolving shape of digital media impact our culture, politics, and social identities? Students in this course can expect to develop a lexicon for writing about digital media and culture, and to grapple with the benefits and drawbacks of digital culture and society.