



蘇州大學
Soochow University

ENG 118 Communication in Popular Culture

Winter 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email:TBA

COURSE OBJECTIVES

This course is an engaging and thought-provoking course that explores the persuasive power of rhetoric in the context of contemporary popular culture. This course delves into the ways in which language, images, and symbols are used to influence, inform, and entertain in the realm of mass media, entertainment, and everyday life. In this course, students will examine and analyze the principles of classical and contemporary rhetoric as they are applied to various forms of popular culture, including film, television, music, advertising, social media, and more.

Upon Completion of this Course, students will be able to:

1. Gain a comprehensive understanding of what rhetoric is as a field of study;
2. Be able to apply various rhetorical perspectives, including Aristotelian and Burkean theories, to analyze and interpret elements of popular culture such as advertisements, movies, music, and social media;
3. Learn the functions of persuasion and identification in the context of popular culture;
4. Be able to critically examine how popular culture often reinforces dominant ideologies within society, such as gender norms, consumerism, or political ideologies;

PREREQUISITES

N/A

GRADING

Grades will be determined by accumulating points, with 100 points being the



maximum, as follows:

ITEM	POINTS
4 Quizzes	20 Points
3 Essays	15 Points
Midterm	15 Points
Project	20 Points
Final Exam	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Sam Leith, *Words Like Loaded Pistols*, Basic Books, 2023.

Recommended (Optional) Texts or Other Materials:

Acheson, Katherine, *Writing Essays About Literature*, Peterborough, Broadview, Press, 2010.

COURSE TOPICS

MODULE	TASKS
Module 1	<p>Topics: Topic 1: Introduction: Rhetoric Is Dead, Long Live Rhetoric. Topic 2: Rhetoric Then And Now Topic 3: Greek roots of rhetoric: Aristotle's rhetorical theory Topic 4: The First Part Of Rhetoric: Invention</p> <p>Assessments: Quiz#1 Essay#1</p>



Module 2	<p>Topics: Topic 5: The Second Part Of Rhetoric: Arrangement Topic 6: Champions Of Rhetoric II: Marcus Tullius Cicerothe Attack Do Topic 7: The Third Part Of Rhetoric: Style Topic 8: Champions Of Rhetoric III: Abraham Lincoln“a Few Appropriate</p> <p>Assessments: Quiz#2 Project</p>
Module 3	<p>Topics: Topic 9: The Fourth Part Of Rhetoric: Memory Topic 10: Champions Of Rhetoric IV: Hitler And Churchill Topic 11: The Fifth Part Of Rhetoric: Delivery Topic 12: Three Branches Of Oratory</p> <p>Assessments: Midterm Quiz#3</p>
Module 4	<p>Topics: Topic 13: Champions Of Rhetoric V: Martin Luther Kingdaydream Believ Topic 14: Champions Of Rhetoric Vi: Barack Obamathe Audacity Of Trop Topic 15: Champions Of Rhetoric Vii:The Unknown Speechwriter Topic 16: Afterword: The Splintering Agora</p> <p>Assessments: Quiz#4 Essay#2</p>
Module 5	<p>Topics: Topic 17: Rhetorical devices and public sphere engagement Topic 18: Introduction to Kenneth Burke and his theories Topic 19: Analysis of popular culture artifacts using Burkean concepts Topic 20: Examining subcultures and counter-narratives in popular culture</p> <p>Assessments: Final Exam Essay#3</p>

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student’s frequent missing of class to the Soochow



University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.



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DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.