

PRWR 2007 3.0 Rhetoric Strategy and Application CORE COURSE

“Rhetoric: Strategy and Application” examines historical contexts for considering classical forms and expanded contemporary views of rhetoric. PRWR 2007 bases its overall view of its topic on the contexts and key concepts found among four categories of rhetoric: gestural, verbal, textual, and visual, and examines areas of confluence and divergence among these in theory and practice in historical, communications, and literary contexts. Accordingly, we will emphasize multiple modes of communicative apparatuses in relation to the multiplicity of contemporary information design and delivery.

In its examination of the forms and exemplars of the main classically derived rhetorical modes of writing, “Rhetoric: Strategy and Application” will immerse students in studying, analyzing, and applying these modes to course assignments. The course culminates in an introduction to working with newer cultural and conceptual approaches to rhetoric involving performance and voicing in arts, commercial, and online media forms.