2014 Winter Session (2014-2015 Academic Year)

**ENGL 307A: Studies in Rhetoric (3 credits)**

**Instructor:** Ian Hill  
**Section:** 001  
**Term:** 2

**Rhetoric, Revolution, & Dissent**

**Course Description:**
In Rhetoric, Revolution, & Dissent we will learn about how mass-movements use and design persuasive messages, images, and events, with a concentration on the visual styles of persuasion prevalent in current electronic media. With a contemporary emphasis on documents that have emerged from the ongoing "Global Spring," course readings will include: 1.) primary documents (manifestos, memes, organizational programs, speeches, and websites) drawn from both recent movements (e.g. Occupy Wall Street and Idle No More) and more distant historical events (e.g. the French and American Revolutions); 2.) a survey of pertinent scholarly rhetorical criticism; 3.) a survey of visual rhetoric. To learn about how manifestos function, for example, we will read a selection from critic Janet Lyon's book *Manifestoes: Provocations of the Modern* in conjunction with reading the "Idle No More Manifesto" and the "Declaration of the Occupation of New York City" alongside the "Manifesto of the Chinese People's Liberation Army" and the U.S. "Declaration of Independence." By assessing both more and less successful persuasive tactics, strategies, and genres, the course will teach students how communication strategies help to stimulate and maintain resistance and revolt (or not).

Note: Students who completed ENGL 312A section 001–Discourse and Society– in Winter Term 2 (Spring 2013) should NOT register for this course.