

CMST 7966: Rhetoric & Ideology

Dr. Ashley N. Mack

Office: COATES 132

E-mail: ashleymack@lsu.edu

Phone: (504) 322-8999 (my cell)

Meeting day and time: M 3:30-6:20

Office hours: MW 1:30-2:30

Sec.: 1

Term: Fall 2016

Meeting room: COATES 153

COURSE DESCRIPTION

In the final decades of the twentieth century, rhetorical critics became increasingly concerned with the relationship between rhetoric and ideology. This course explores the different theoretical conceptions of “ideology” and “hegemony” and their deployment as a resource in criticism and theory. We will contrast conceptions of ideology, hegemony, and human discursive agency within classical Marxist, structuralist, psychoanalytic, feminist, and post-structuralist theories. We will also discuss what the notion of ideology, as a mode of rhetorical influence, contributes to cultural theory and criticism.

REQUIRED TEXTS

- Bergland, Renee. *The National Uncanny: Indian Ghosts and American Subjects* (London: University Press of New England, 2000). ISBN: 978-0874519440
- Copjec, Joan. *Read my Desire: Lacan Against the Historicists* (London: Verso, 2015). ISBN: 978-1781688885
- Duggan, Lisa. *The Twilight of Equality? Neoliberalism, Cultural Politics, and the Attack on Democracy* (Beacon Press, 2004). ISBN: 978-0807079553
- Eagleton, Terry. *Ideology: An Introduction*, new edition (London: Verso, 2007). ISBN-13: 978-1844671434
- Jameson, Fredric. *The Political Unconscious: Narrative as a Socially Symbolic Act* (Ithaca, NY: Cornell University Press, 1982). ISBN: 978-0801492228
- Laclau, Ernesto and Chantal Mouffe. *Hegemony and Socialist Strategy* (2nd edition) (London: Verso, 2001). ISBN-13: 978-1859843307
- Zizek, Slavoj, ed., *Mapping Ideology* (London: Verso, 1995). ISBN-13: 978-1859840559

Other required readings are available electronically through Moodle.

ASSIGNMENTS

Short Responses (2 at 15 points each): Two times during the semester (10/10 and 11/7) you will turn in a short (4-6 pages) paper exploring an intersection of ideology and rhetoric. This can be a short piece of ideological criticism or a theoretical essay engaging a specific theoretical conversation we have explored.

Final Essay (60 points): In this course, you will write a final seminar paper (20-25 pages) performing an ideological criticism. You must identify a discrete text or set of texts to analyze. Strong criticism is convincing, provocative, driven by curiosity, and suggestive of broader insights into the nature of rhetoric. A successful essay will be suitable for conference submission with zero or minimal revision and, ultimately, journal submission. Co-authorship is allowed as long as both partners confirm that they equally worked on the project. Due 12/9.

Show N' Tell (10 points): Each class period you will be required to come to class with some example that illustrates a theoretical tension or concept(s) in the readings for that week. Please come prepared to present the artifact and provide one or two questions. The questions should be designed to propel class in engaged and focused discussion of the readings for that week. However, the discussion questions should be focused on theoretical investigation or the application of the theories to the artifact or example.

Quality of Written Work: Take pride in the quality of your work in this class. Written work must be spell-checked, grammar-checked, and proofread: The quality of your writing will affect your grade. All written work must be typed in 12-point Times New Roman font, double-spaced, 1-inch margins, with a clear heading up at the top. Your name must be included. You must include in-text citations and use an appropriate citation style (MLA, APA, Chicago).

All written work must be submitted in hard copy format in class AND submitted electronically through Moodle.

Grade Scale

Letter Grade	Percentage Needed
A+	97.5 – 100%
A	92.5 – 97.89%
A-	89.5 – 92.85%
B+	87.5 – 89.49%
B	82.5 – 87.49%

B-	79.5 – 82.49%
C+	77.5 – 79.49%
C	72.5 – 77.49%
C-	69.5 – 72.49%
D+	67.5 – 69.49%
D	62.5 – 67.49%
D-	59.5 – 62.49%
F	0 – 59.49%

Assignment Weights

ASSIGNMENT	Points
Show N' Tell	10 points
Final Essay	60 points
Short Responses	15 points each x 2 = 30 points total
TOTAL	100

COURSE POLICIES

Reading: I expect you to arrive to class each week having completed all required readings and prepared to engage in thoughtful, mature discussion.

If you are aware of readings, television clips, etc. that reflect the day's discussion, you should feel free to share them with the class (provided they are appropriate) via email or during the designated class session.

Course Content: This class sometimes requires us to talk about adult content or issues that relate to intimate parts of human life such as sexuality. If you ever feel uncomfortable let me know or feel free to excuse yourself. But I want to encourage us to all learn to engage intellectually and objectively content. Feeling uncomfortable usually means you are learning and challenging yourself.

The Communication Environment: The success of this course depends on the interactions generated between all of us. The study of rhetoric engages a wide range of philosophical, political, and ethical questions that cut to the very core of what it means to be a citizen, even a human. I am committed to ensuring that our classroom is a hospitable environment where we can respectfully discuss and debate a wide range of relevant issues. Everyone should feel comfortable to speak their minds, but must do so in a way that enables others to do the same. Ridicule or disrespect of any sort will not be tolerated. You should also prepare to be held accountable for anything you say in class.

Missed Assignments and Late Work: All assignments must be completed on time. I will not accept assignments if they are turned in late. Please plan your schedule accordingly and allow extra time for unforeseen events. Emergency situations will be handled on an individual basis. **You must notify me in advance or as soon as humanly possible** in order for me to consider accepting an assignment late.

Attendance: Attendance is required.

Technology and Electronics in the Classroom: You can use laptops during my “meditation” but not during class discussion in the second half of class. Exceptions are if you are taking minutes or have received permission from me separately.

Grade Appeals: If you wish to appeal a grade on an assignment, you need to follow these procedures. I will not discuss individual grades during class time. Nor will I entertain grade complaints during class time.

- You need to wait at least 24 hours before setting up an appointment and submitting your written grade appeal to insure that you have time to carefully read and consider the feedback.
- After you have read my feedback, submit a typed, written appeal that identifies the specific issue in question (e.g., writing mechanics, content, etc.), and explains reasons why you feel the grade should be changed. Please refer to any class materials that support your rationale for a change.
- The written appeal should be submitted at least 24 hours prior to the appointment.
- When you arrive for the scheduled appointment, bring in your graded copy of the item in question (e.g., feedback form, paper, etc.) and any additional evidence to support your claims and be ready to present them.
- After meeting with you, I may wish to contemplate the matter. In any case, I will decide within two school days whether to change or uphold the grade.
- I will provide you with a written justification of my decision. We need to meet within one week (7 days) of the grade’s issue.
- Grade appeals will not be considered after that “statute of limitations” has expired.

You may feel compelled to compare grades with others in the class. If both of you are fine doing this, then there is nothing I can do to stop you. However, keep in mind that you are appealing your grade, not how you were graded compared to others. I strive to make sure grades are individual, rather than comparative, evaluations.

University Cancellations: In the event that classes are canceled by the university due to snow, severe weather, or other factors, students should assume that the assignments due on the day of the canceled class are due on the next class meeting.

You are expected to attend your classes as scheduled if the University is not officially closed.

Accommodations: Louisiana State University is committed to providing reasonable accommodations for all persons with disabilities. The syllabus is available in alternate formats upon request. If you are seeking classroom accommodations under the Americans with Disabilities Act, you are required to register with Disability Services in 115 Johnston Hall. Their phone number is 225-578-5919 and website is www.lsu.edu/disability. To receive academic accommodations for this class, please obtain the proper Disability Services forms and meet with me at the beginning of the semester.

Religious Observances: It is University policy to respect the faith and religious obligations of students, faculty, and staff. Students with exams or classes that conflict with their religious observances should notify me well in advance so that we can work out a mutually agreeable alternative.

Waiting Policy: Class members should wait 15 minutes for me in the event I am late (which I do not at all foresee). After that period of time, you should consider class cancelled.

Academic Integrity: For all of the assignments you will complete for this course, there is an expectation that everything you submit, either individually or as a group, will be of your own original work. Use of material from outside sources MUST ALWAYS include proper attribution (Chicago Style, MLA, or APA). Academic dishonesty includes but is not limited to: acts of fraud or deception on exams, projects, papers, or class assignments; attempts to gain credit for work done by another; using notes on exams or helping another student cheat; falsification or invention of information or citations; using work from previous semesters; intentionally or knowingly representing the words or ideas of another as one's own. If plagiarism or the use of non-original work is suspected (i.e., work by other students, on-line services, etc.) the matter will be investigated according to university policy. In short, do your own work!

Any student found to have turned in material not their own (either downloaded from the internet or written by another student) will immediately be reported to the Dean of Students. You can find the official LSU policies on plagiarism here: <http://www.lib.lsu.edu/instruction/plagiarism2.html> .

Contractual Agreement: Your acceptance of these conditions, as well as the policies outlined in this document, is implied by your continuance in the class. To maintain the integrity of everyone's' grade, and ultimately, degree, all course policies are non-negotiable.

Everything in this document, including the daily schedule, is subject to revision or modification due to unforeseen circumstances.

COURSE SCHEDULE

Please Note: This course requires a substantial amount of reading. You are responsible for all readings. Please complete the reading assignment *before* the listed class.

The syllabus is provisional and is subject to revision as necessary. Additional readings may be assigned from time to time, and/or assigned readings may be omitted.

(M) refers to readings that are on Moodle, all other readings are books.

Date	Unit Topic & Questions	Readings Due	Assignments Due
8/22	The Ideological Turn in Rhetorical Studies	Eagleton introduction & ch 1 Zizek, Introduction in <i>Mapping Ideology</i> (M) Cloud & Gunn, Whither Ideology (M) Biesecker, Whither Ideology	
8/29	Classical Ideology Critique I: Dialectics	(M) Hegel, "On Lordship and Bondage" https://www.marxists.org/reference/archive/hegel/works/ph/phba.htm (M) Marx, "Critique of Hegel's Philosophy in General" https://www.marxists.org/archive/marx/works/1844/manuscripts/hegel.htm (M) Engels, "Dialectics" http://www.marxists.org/archive/marx/works/1880/soc-utop/ch02.htm (M) Artz, Cloud, and Kumar from <i>Marxism and Communication Studies</i>	
9/5	Labor Day – No Class!		
9/12	Classical Ideology Critique II: Materialism & Ideology	Eagleton Ch 2 & 3 (M) Marx, "The German Ideology" https://www.marxists.org/archive/marx/works/1845/german-ideology/ch01.htm	

9/19	Hegemony Theory & British Cultural Studies	Eagleton ch 4 (M) Gramsci: intro, 3-122, 206-276 (M) Hall, "Gramsci's Relevance for the Study of Race and Ethnicity"	
9/26	The Frankfurt School	Eagleton ch. 5 Adorno in <i>Mapping Ideology</i> (M) Adorno & Horkheimer "Dialectic of Enlightenment" (M) Jameson "Reification and Utopia in Mass Culture"	
10/3	Althusser & Structuralism VS. Jameson	Jameson, <i>The Political Unconscious</i> Althusser in <i>Mapping Ideology</i> (M) Cloud "Matrix" (M) Ritchie, "Feeling the State"	
10/10	Post Marxisms	Laclau & Mouffe, <i>Hegemony and Socialist Strategy</i> Eagleton ch. 7	Short Paper 1 Due through Moodle
10/17	Psychoanalysis as a Hermeneutic of Ideology	(M) Bateman & Holmes, from <i>Introduction to Psychoanalysis</i> (M) Freud, from <i>Group Psychology</i>	
10/24	Lacan & Reading Desire	Lacan "Mirror Stage" in <i>Mapping Ideology</i> Zizek "How did Marx invent the symptom" in <i>Mapping Ideology</i> Copjec, <i>Read My Desire</i>	
10/31	The <Ideograph>	(M) McGee, "The <Ideograph>" (M) Cloud, "<Family Values>" (M) McCann, "<Victom>hood"	
11/7	Neoliberalism & It's Ethics	Duggan, <i>Twilight of Equality</i> (M) Condit & Lucaites, from <i>Crafting Equality</i> (M) Brown, from <i>Undoing Demos</i> (M) Harvey, from <i>Neoliberalism</i>	
11/14	Ideologies of Gender & Sex	(M) Sloop, from <i>Disciplining Gender</i> (M) Guillaumin, from <i>Racism, Sexism, Power & Ideology</i> (M) Cloud, <i>Irony Bribe</i>	Short Paper 2 Due through Moodle

		(M) Mack , “The Self-Made Mom”	
11/21	Race & Racism as Ideological Constructs	Bergland, <i>The National Uncanny</i> (M) Hall, “Whites of their Eyes” (M) McCann, “On Whose Ground?”	
11/28	Paper Presentations		
12/9	***Final Essays Due**		