

Rhetoric Of The Corporation: Documenting the Current Crisis in Corporate America
CMST 3900
W Coates 236
3:00-5:50pm

Instructor: Stephanie Houston Grey
Office: 224 Coates
Office Hours: W Noon – 2pm
Phone: 225-287-9022 (cell)

As American society enters the twenty-first century, the corporation is arguably the most pervasive and powerful influence at both the local and global level. These entities shape our living environment, determine presidential elections, choreograph international relations, and determine the perspectives of those who constitute them. This class will explore the way that the corporation accomplishes these and other roles. By carefully examining the symbolic exchange between the corporation and the individual, one is afforded a unique glimpse into one of the most pervasive forces that has come to define the era in which we live. This course is a film screening intensive class, so attendance is key.

In this class we will accomplish the following objectives:

- Understand the historical evolution of the corporation
- Explore the ramifications of globalism
- Disassemble the complex relationship between government and business
- Understand how the corporation is symbolically constituted
- Develop an understanding of the impact that the corporation has upon the consciousness of the era
- Understand how news articles and documentaries shape our knowledge of this crisis

Readings:

Corporation, Bakan

Confessions of an Economic Hitman, Perkins

Punching In, Frankle

Organization Man, Whyte

Adult Bullying, Sandvick

Additional readings to be distributed. We will also be watching several video clips as a way to access the current cultural anxiety over the corporation.

Assignments:

In Class Writing Assignments (5): 50 pts each

Debate (1): 250 pts

Final Exam: 250 pts

Final Project: 250 pts

Total Points: 1000

Grading Scale Attendance Policy

1000-900 = A; etc. You are allowed 1 free absence. More costs you 25 pts. each

Policies

Disability:

“The University is committed to making reasonable efforts to assist individuals with disabilities in their efforts to avail themselves of services and programs offered by the University. To this end, Louisiana State University will provide reasonable accommodations for persons with documented qualifying disabilities. If you have a disability and feel you need accommodations in this course, you must present a letter to me from Disability Services 115 Johnston Hall, indicating the existence of a disability and the suggested accommodations.” LSU Disability Office

<http://disability.lsu.edu/sample-syllabus-statements>

Plagiarism:

“The *Code of Student Conduct* defines plagiarism as “the unacknowledged inclusion, in work submitted for credit, of someone else’s words, ideas, or data.” (8.1-C.6)” LSU Student Advocacy and Accountability Office <http://saa.lsu.edu/lsu-moodle-module-academic-integrity>

Student Rights and Responsibilities:

“The LSU Commitment to Community is a document used help guide the ethos of the University community. Students are expected to exemplify the Commitment to Community in their daily lives.” Office of the Chancellor, LSU

<http://saa.lsu.edu/code-student-conduct>

Tentative Schedule

1/21 Week 1 : Introduction to the Course. Business Autobiography.

1/28 Week 2: Read The Corporation In-Class Writing Response #1.

2/4 Week 3: View Wall Street.

2/11 Week 3: Read Punching In. View Wal-Mart.

2/18 Week 4: In-Class Writing Responce #2. View Enron

2/25 Week 5: Read Organization Man. View Ralph Nader

3/4 Week 6: Mardi Gras Break.

3/11 Week 7: In-Class Writing Assignment #3.

3/18 Week 8: View Thank you for not smoking.

3/25 Week 9: Read Adult Bullying. Writing Assignment #4

4/1 Week 10: Read Confessions of an Economic Hitman. Writing Response #5.

4/8 Week 11: Debate Preparation

4/15 Week 12: Spring Break

4/22 Week 13: In class debate

4/29 Week 14: Class Wrap-Up.

5/6 Week 15: Final Exam. Final Project Due.