

15-COMM-801-001 04-A
ADVANCED RHETORICAL THEORY

Prof. Steve Depoe
601A TC 556-4459
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OH: 11:30-3:20pm MW

TEXTS: Senecah, S. L. (Ed.) (2004). The environmental communication yearbook.
Vol. 1. Mahwah NJ: Erlbaum.
Environmental communication reading packet. Available from Corporate
Printing.

PURPOSE. The purpose of this course is to provide students with an in-depth understanding of theories related to the emerging field of environmental communication. Students will be expected to complete a number of in-class and homework assignments, lead discussion of course readings, and complete a take-home final exam.

GRADING. Student grades will be determined based on performance in completing the following:

HOMEWORK/QUIZZES/ACTIVITIES	40%
DISCUSSION LEADERSHIP	30%
FINAL EXAM (take home)	<u>30%</u>
TOTAL	100%

HOMEWORK AND OTHER ASSIGNMENTS MUST BE TURNED IN ON TIME TO RECEIVE CREDIT. NO LATE WORK WILL BE ACCEPTED. NO SUBSTITUTE OR EXTRA-CREDIT ASSIGNMENTS WILL BE ACCEPTED.

ATTENDANCE. Attendance is **strongly** encouraged, since the instructor will cover material that is not in the texts. Credit for quizzes and in-class participation activities cannot be made up.

PLAGIARISM/CHEATING. Any student who knowingly uses another work (publication, etc.) as if it were his/her own work, or any student who knowingly gives to another students his/her work for class assignments, will fail the course.

WITHDRAWALS/INCOMPLETES. Students wishing to file "W" or "I" grades must meet with the instructor prior to any final action. Conditions for completing work will be set by the instructor.

CALENDAR OF ACTIVITIES

DATE	TOPIC	READINGS
H 7/15	Symbolic and material dimensions of environmental communication	Burke (1968) [handout]
F 7/16	Symbolic and material dimensions of environmental communication	Cantrill & Oravec (1996)[R] Herndl & Brown (1996)[R]
M 7/19	Symbolic constructions of nature	Cronon (1996), fwd, Ch. 1[R]
T 7/20	Enviro comm. and persuasion—overview of literature, sense of place	Cantrill (1993, 1998)[R]
W 7/21	Enviro comm. and culture	Carbaugh (1996)[R]
H 7/22	The public sphere and the “environet”	O’Brien (nd) [handout] Myerson & Rydin (1996)[R]
F 7/23	Risk communication	Renn (1992) [R] Plough & Krinsky (1987) [ON-LINE]
M 7/26	Public participation and image events	Connor (nd) [handout] Fiorino (1990)[R] Delicath & DeLuca (1999)[ON-LINE]
T 7/27	Corporate communication and “greenwashing”	Corbett (2002)[R]
W 7/28	Chapters: symbolic and material dimensions	Oravec & Clarke [EY, 1-14] Peterson, et. al. [EY, 15-32]
H 7/29	Chapters: symbolic constructions of nature, sense of place	Hope [EY, 77-97] Moore [EY, 33-56] Cantrill [EY, 153-73]
F 7/30	Chapters: enviro comm. and culture	Sawyer [EY, 227-49]
M 8/2	Chapters: public sphere and the “environet”	Friedman [EY, 175-87] Nitz & West [EY, 205-26]
T 8/3	Chapters: risk communication	Trumbo & O’Keefe [EY, 189-204] Pompper [EY, 99-134]
W 8/4	Chapters: public participation and image events	Walker & Daniels [EY, 135-52] DeLuca & Peeples [handout]
H 8/5 9:30am	Chapters: corporate communication and “greenwashing”	Feller [EY, 57-76] TBA
F 8/6 5:00pm	TAKE-HOME FINAL EXAM IS DUE	

INSTRUCTOR: STEVE DEPOE
QUARTER: 04-u
COURSE #: 15-COMM-801-201
COURSE TITLE: ADVANCED RHETORICAL THEORY
ENROLLMENT: 7
DUE DATE: asap
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Goodnight, G. T. (1987). Public discourse. Critical Studies in Mass Communication, 4, 428-32.
ISSN#: 1479-5809 (5 pages)

Cantrill, J. G., & Oravec, C. L. (Eds.) (1996). The symbolic earth: Discourse and our creation of the environment (pp. 1-5). Lexington: University of Kentucky Press. ISBN#: 0-8131-0883-7 (5 pages)

Herndl, C. G., & Brown, S. C. (Eds.) (1996). Green culture: Environmental rhetoric in contemporary America (pp. 3-12, 18-19). Madison: University of Wisconsin Press. ISBN#: 0-299-14994-3 (12 pages)

Myerson, G., & Rydin, Y. (1996). The language of environment: A new rhetoric (pp. 1-18). London: UCL Press. ISBN#: 1-85728-331-7 (19 pages)

Cronon, W. (1996). Foreword to the paperback edition, and Introduction. In Cronon, W. (Ed.), Uncommon ground: Rethinking the human place in nature (pp. 19-56). New York: Norton (paperback edition). ISBN#: 0393315118 (38 pages)

Cantrill, J. G. (1993). Communication and our environment: Categorizing research in environmental advocacy. Journal of Applied Communication Research, 21, 66-95.
ISSN#: 0090-9882 (26 pages)

Cantrill, J. G. (1998). The environmental self and a sense of place: Communication foundations for regional ecosystem management. Journal of Applied Communication Research, 26, 301-18. ISSN#: 0090-9882 (18 pages)

Carbaugh, D. (1996). Naturalizing communication and culture. In Cantrill, J. G., & Oravec, C. L. (Eds.), The symbolic earth: Discourse and our creation of the environment (pp. 38-57). Lexington: University of Kentucky Press. ISBN#: 0-8131-0883-7 (20 pages)

Renn, O. (1992). Concepts of risk: A classification. In Krimsky, S., & Golding, D. (Eds.) (1992). Social theories of risk (pp. 53-79). Westport CT: Praeger. ISBN#: 0-2759-43-178 (14 pages).

Fiorino, D. J. (1990). Citizen participation and environmental risk: A survey of institutional mechanisms. Science, Technology, & Human Values, 15, 226-43. ISSN#: 0162-2439 (18 pages)

Meister, M., & Japp, P. M. (Eds.) (2002). Enviropop: Studies in environmental rhetoric and popular culture (pp. 141-60). Westport, CT: Praeger. ISBN#: 0275969282 (20 pages)

- O'Brien, R. (1999). Civil society, the public sphere, and the internet. On-line paper. Available: [http: www.web.net/~robrien/papers/civsoc.html]
- Delicath, J. W., & DeLuca, K. M. (2003). Image events, the public sphere, and argumentative practice: The case of radical environmental groups. Argumentation, 17, 315-33. ISSN#: 0920-427X (available on-line at <http://journals.ohiolink.edu/>) (19 pages)
- Carbaugh, D. (1996). Situating selves: The communication of social identities in American scenes (pp. 157-90). Albany: SUNY Press. ISBN#: 0791428281 (34 pages)
- Shabecoff, P. (1993). A fierce green fire: The American environmental movement (pp. 3-76). New York: Hill and Wang. ISBN#: 0809084597 (74 pages)
- Cronon, W. (Ed.) (1996). Uncommon ground: Rethinking the human place in nature (pp. 69-90). New York: Norton (paperback edition). ISBN#: 0393315118 (22 pages)
- Sale, K. (1995). The green revolution: The American environmental movement, 1962-1992 (pp. Boulder CO: Westview Press. NOT GOING TO USE.
- Glazer, P. M., & Glazer, M. P. (1998). The environmental crusaders: Confronting disaster and mobilizing community (pp. xiii-xxvi, 1-24, 165-82). University Park: Penn State University Press. ISBN#: 0-271-01775-9 (56 pages)
- Gibbs, L. (1982). Love Canal—my story (pp. 1-46). Albany: SUNY Press. ISBN#: 0873955870 (46 pages)
- Connor, D. M. (1999). Stakeholder versus public participation. On-line paper. Available: [http: www.connor.bc.ca/stakeholder.html]
- Applegate, J. S., & Sarno, D. J. (1996). Citizens get involved in cleaning up Fernald. Forum for Applied Research and Public Policy, 11, 122-24. ISSN#: 0887-8218 (3 pages)
- Depoe, S. P., & Duffield, J. J. (1997, February 21). Lessons from Fernald: Reversing NIMBYism through democratic decision-making. EPA Risk Policy Report, 31-34. no copyright information (4 pages)
- Pezzullo, P. C. (2001). Performing critical interruptions: Stories, rhetorical invention, and the environmental justice movement. Western Journal of Communication, 65, 1-25. ISSN#: 1057-0314 (25 pages)
- Waddell, C. (Ed.) (1998). Landmark essays on the rhetoric and the environment (pp. 107-24). Mahwah, NJ: Hermagoras Press. ISBN#: 1-880393-28-x (18 pages)
- Depoe, S. P. (1991). Good food from the good earth: McDonald's and the commodification of the environment. In Parson, D. W. (Ed.), Argument in controversy: Proceedings of the 7th SCA/AFA conference on argumentation (pp. 334-41). Annandale VA: Speech Communication Association. Not copyrighted. (8 pages)