

RHETORIC AND MEDIA STUDIES

Chair: Bryan Sebok

Administrative Coordinator: Terry Moore

From its humanistic roots in ancient Greece to current investigations of the impact of digital technology, rhetoric and media studies is both one of the oldest and one of the newest disciplines. Our department addresses contemporary concerns about how we use messages (both verbal and visual) to construct meaning and coordinate action in various domains, including the processes of persuasion in politics and civic life, the effects of media on beliefs and behavior, the power of film and image to frame reality, and the development of identities and relationships in everyday life. While these processes touch us daily and are part of every human interaction, no other discipline takes messages and their consequences as its unique focus.

The Department of Rhetoric and Media Studies offers a challenging and integrated study of theory and practice. Our discipline is rooted in the classical liberal arts tradition of rhetorical theory and has evolved to include social science theories of the causes and effects of messages as well as critical theories of the relationship between media, culture, and society. Our curriculum focuses on the content, transmission, and consequences of oral, print, visual, interpersonal, and electronic messages. Understanding how messages construct meaning, identity, relationships, and communities is central to the life of a liberally educated person and to the development of critical and creative thinking, speaking, listening, and writing.

Resources for Nonmajors

Nonmajors can obtain an overview of theories and research in the field through RHMS 100 Introduction to Rhetoric and Media Studies. Courses in interpersonal media, argumentation, public discourse, and professional discourse are open to all students and provide opportunities to apply theory to everyday life. Our flexible minor requirements enable students to create a concentration of courses to complement any major. Nearly all of our advanced courses are open to nonmajors as long as they have completed the prerequisites. (Internship credit requires department approval.)

Activities

Lambda Pi Eta. Qualifying students are inducted each fall into this honor society. The chapter recognizes scholastic achievement, promotes interest in the major, supports professional development, and builds community in the department.

Public Advocacy. Competitive forensics and noncompetitive public forum activities. Students may compete in parliamentary debate, extemporaneous speaking, oratory, expository, after-dinner speaking, and oral interpretation in intercollegiate tournaments. Participation in forensics includes research and weekly practices. Students may qualify for Pi Kappa Delta, a national speech honorary. The forensics squad has earned national recognition. Credit is available for qualified students through the practicum program.

KLC Radio. One of the largest campus activities, with a station staff of 40 to 60 students each semester. Staff members participate in all aspects of broadcasting, station management, and operations, including programming, production, news, and promotions. The station broadcasts 24 hours a day, seven days a week, at college.lclark.edu/student_life/

klc_radio. KLC is a cocurricular activity; credit is available to qualified students through the practicum program.

Facilities

Radio. Located in Templeton Campus Center, KLC Radio includes two fully equipped stereo studios, a newsroom, and offices. The station webcasts on and off campus.

Video. Lewis & Clark's video production facility includes digital editing capabilities, computer graphics, portable cameras and recording equipment, and a multiple-camera production studio. Additional video recording systems are available on campus.

The Major Program

The major in rhetoric and media studies combines core requirements with the flexibility of electives. Required courses involve an introductory overview to the field, a course on the design of media or interpersonal messages, core courses on the theories and methods of rhetoric and media studies, and satisfactory completion of a capstone course. Elective courses enable students to explore theory and practice in a wide range of topic areas, including race, gender, health, film, campaigns, and popular culture. These courses prepare students for graduate study or for entrance to a rhetoric or media studies-related career.

Students should declare the major in the sophomore year to provide maximum flexibility in planning for core requirements and electives. Students are also encouraged to consult with their department advisors about coursework from other departments that might be integrated into their study of rhetoric and media studies.

Major Requirements

A minimum of 40 semester credits, distributed as follows:

- RHMS 100 Introduction to Rhetoric and Media Studies
- RHMS 203 Rhetorical Theory
- RHMS 260 Empirical Research Methods
- RHMS 301 Rhetorical Criticism
- RHMS 302 Media Theory
- At least one of these three courses:

RHMS 200	Media Design and Criticism
RHMS 270	Interpersonal Media
RHMS 275	Interpersonal Rhetoric
- One of the following 400-level capstone courses:

RHMS 406	Race, Rhetoric, and Resistance
RHMS 408	Argument and Persuasion in Science
RHMS 425	American Cinema Studies: Advanced Analysis and Criticism
RHMS 431	Feminist Discourse Analysis
- Twelve additional semester credits to complete the 40-credit requirement. Eight of these semester credits must be at the 300 or 400 level.

Students may apply up to 4 semester credits to the major from RHMS 244, RHMS 245, RHMS 299, or RHMS 499.

Minor Requirements

A minimum of 24 semester credits, distributed as follows:

- RHMS 100 Introduction to Rhetoric and Media Studies
- One of the following combinations selected in consultation with the minor advisor to complement rhetoric and media studies coursework and the student's major:

RHMS 260 Empirical Research Methods
and an additional media studies course at the 300 or 400 level

or

RHMS 203 Rhetorical Theory
and an additional rhetoric course at the 300 or 400 level

- One of the following 400-level capstone courses:
 - RHMS 406 Race, Rhetoric, and Resistance
 - RHMS 408 Argument and Persuasion in Science
 - RHMS 425 American Cinema Studies: Advanced Analysis and Criticism
 - RHMS 431 Feminist Discourse Analysis
- Eight semester credits of rhetoric and media studies electives, 4 of which must be at the 300 or 400 level.

Practicum and independent study coursework do not count toward the minor.

Practicum and Internship Program

A variety of practica and internships are available to qualified students. Practica and internships provide an opportunity to explore the relationship between theoretical concepts and skills learned in the classroom and the work done in various organizations on- and off-campus. Credit is offered on a credit-no credit basis through RHMS 244 Practicum/Internship. Students desiring credit should be able to (1) demonstrate the connection between their RHMS coursework and their proposed internship/practicum, (2) secure agreement to supervise from a RHMS faculty member with relevant expertise, and (3) work with their faculty supervisor to develop an individualized learning agreement, including additional readings and written assignments.

Honors

Rhetoric and media studies majors with a grade point average of 3.500 or higher overall and in the major are eligible to have their capstone projects evaluated for honors. Capstone projects considered for honors are typically ambitious in scope and must be judged by the faculty to be of excellent quality. Students whose capstone projects are deemed worthy are granted honors upon graduation.

Faculty

Kundai V. Chirindo. Assistant professor of rhetoric and media studies. Rhetoric, culture, and hermeneutics; Africa in the public imaginary; rhetoric and postcolonial theory. PhD 2012 University of Kansas. MA 2008, BA 2004 Bethel University.

Daena J. Goldsmith. Professor of rhetoric and media studies. Social media, health communication, gender. PhD 1990, MA 1988 University of Washington. BS 1986 Lewis & Clark College.

Melanie E.S. Kohnen. Assistant professor of rhetoric and media studies. Digital media, global television. PhD 2010, MA 2002 Brown University. MA, BA 2001 Heinrich-Heine-Universität.

G. Mitchell Reyes. Associate professor of rhetoric and media studies. Rhetoric, public memory, public discourse, rhetoric of science. PhD 2004, MA 2000 Pennsylvania State University. BS 1997 Willamette University.

Bryan R. Sebok. Associate professor of rhetoric and media studies, chair of the Department of Rhetoric and Media Studies. Communication technology and society, film and video aesthetic theory and methods, media organizations. PhD 2007 University of Texas at Austin. MA 2002 Emory University. BA 1999 North Carolina State University.

Courses

RHMS 100 Introduction to Rhetoric and Media Studies

Faculty: Rhetoric and Media Studies Faculty

Content: Introduction to the conceptual and philosophical foundations of the discipline, from classical rhetorical theory through contemporary perspectives, including critical theories of human interaction. How humans construct and negotiate meaning in different contexts, including interpersonal relationships, public address, small groups and organizations, mass media. Moral, ethical, and policy issues.

Prerequisites: None.

Usually offered: Annually, fall and spring semester.

Semester credits: 4.

RHMS 200 Media Design and Criticism

Faculty: Christenson, Sebok

Content: Theory, aesthetics, and practice in the production of messages for film and television. Organizing principles and aesthetic theories concerning connections between form and content, text and audience. Topics include narrative style and structure, visual composition, continuity and montage, and basic production practices in image creation, audio, and editing.

Prerequisites: RHMS 100.

Corequisites: Attend required film screening sessions.

Usually offered: Annually, fall semester.

Semester credits: 4.

RHMS 203 Rhetorical Theory

Faculty: Chirindo, Reyes

Content: History and theory of rhetoric, including major developments in rhetorical theory from antiquity up to the present. Rhetoric's relationship with philosophy, knowledge, and culture. Examination of persuasive messages in various forms, including politics, advertising, film, video.

Prerequisites: RHMS 100.

Usually offered: Annually, spring semester.

Semester credits: 4.

RHMS 210 Public Discourse

Faculty: Rhetoric and Media Studies Faculty

Content: Development of basic public speaking skills, listener-critic abilities, and appreciation for the role of public discourse in society. Library research, organization and outlining, language style, presentation skills, rhetorical/communication criticism.

Prerequisites: None.

Usually offered: Annually, fall semester.

Semester credits: 4.

RHMS 211 Professional Discourse

Faculty: Gantt

Content: Theory and practice of rhetoric within organizational settings. Development of rhetorical skills for professional settings, including public speaking, networking, interviewing, small group interaction, crisis management techniques, negotiation.

Prerequisites: None.

Restrictions: Sophomore standing required.

Usually offered: Alternate Years, fall semester.

Semester credits: 4.

RHMS 221 Argumentation

Faculty: Rhetoric and Media Studies Faculty

Content: Introduction to argumentation in public arenas. History, background, and strategies for parliamentary debate. Critical thinking, library research, logic and reasoning, listening and note taking, argument creation and refutation. Practice of debate skills.

Prerequisites: None.

Usually offered: Annually, spring semester.

Semester credits: 4.

RHMS 244 Practicum/Internship

Faculty: Rhetoric and Media Studies Faculty

Content: Field learning experience combining theoretical concepts and skills learned in the classroom with practical work in on- and off-campus organizations. Additional readings and written assignments required. Credit-no credit. May be repeated for credit. Maximum of 4 semester credits, total, in practicum and/or independent study may be counted toward the major.

Prerequisites: None.

Restrictions: Sophomore standing and consent required.

Usually offered: Annually, fall and spring semester.

Semester credits: 1-4.

RHMS 245 Forensics

Faculty: Gantt

Content: Lewis Clark's forensics team offers interested students the opportunity to put into practice their skills in argumentation, research, presentation, interpretation of text, and criticism of text through participation in competitive speech and debate.

Prerequisites: None.

Usually offered: Annually, fall and spring semester.

Semester credits: 1-2.

RHMS 260 Empirical Research Methods

Faculty: Christenson, Goldsmith

Content: Methods of communication research grounded in data collection for the purposes of prediction and explanation (quantitative methods) or description and interpretation (qualitative methods). Course spans philosophy of inquiry; relationship of theory to data in developing questions and hypotheses; logic of sampling, measurement, and statistical inference; uses of interviews, fieldwork, and textual analysis; criteria for evaluating quantitative and qualitative work; research ethics.

Prerequisites: RHMS 100.

Usually offered: Annually, fall and spring semester.

Semester credits: 4.

RHMS 270 Interpersonal Media

Faculty: Goldsmith

Content: Introduction to theories of interpersonal communication processes (e.g., social support, uncertainty management, privacy management, conflict, deception). Influence of new media on these processes, impact of communication media on identities, relationships, and communities.

Prerequisites: None.

Usually offered: Annually, spring semester.

Semester credits: 4.

RHMS 275 Interpersonal Rhetoric

Faculty: Goldsmith

Content: Introduction to theories of communication competence; how we use messages strategically to accomplish tasks, enact identities, and construct relationships in personal life. How we use content, style, and organization of messages to adapt to particular conversation partners and communication situations. Cross-cultural variation in interpersonal interaction.

Prerequisites: None.

Restrictions: Sophomore standing required.

Usually offered: Every fourth year, spring semester.

Semester credits: 4.

RHMS 299 Independent Study

Faculty: Rhetoric and Media Studies Faculty

Content: Independent reading and/or research in an area other than the normal course offerings of the department. Maximum of 4 semester credits, total, in independent study and/or practicum may be counted toward the major. Credit-no credit. May be repeated for credit.

Prerequisites: None.

Restrictions: Sophomore standing and consent required.

Usually offered: Annually, fall and spring semester.

Semester credits: 1-4.

RHMS 301 Rhetorical Criticism

Faculty: Chirindo, Reyes

Content: Major critical methods for analyzing and understanding communicative action. Major historical developments in rhetorical criticism during the 20th century. Role of criticism in understanding persuasive messages in various forms, including political discourse, advertising, music, film, television.

Prerequisites: RHMS 203.

Restrictions: Sophomore standing required.

Usually offered: Annually, fall semester.

Semester credits: 4.

RHMS 302 Media Theory

Faculty: Christenson, Sebok

Content: Survey of the major theoretical approaches to film, media, and popular culture from the past 150 years. Theories include critical (Marxist, feminist, critical race), formal (montage, realism, aesthetics), new media, and media effects. The course seeks a broad understanding of what media are and how they work in a democracy. Seniors will be given registration preference during the first round of registration.

Prerequisites: RHMS 260.

Restrictions: Sophomore standing required.

Usually offered: Annually, spring semester.

Semester credits: 4.

RHMS 313 Politics of Public Memory

Faculty: Reyes

Content: Investigation of public memory as the public negotiation of the past for political purposes in the present. How different cultures have remembered and rhetorically constructed traumatic historical events such as the Holocaust and institutionalized slavery. Role of communication and persuasion in public acts of remembrance.

Prerequisites: RHMS 100.

Restrictions: Sophomore standing required.

Usually offered: Alternate Years, fall semester.

Semester credits: 4.

RHMS 315 Comparative Rhetoric

Faculty: Chirindo

Content: Comparative approaches to rhetorical theory and criticism. History, theory, and contributions of non-Euro-American rhetorics. Exploration of rhetoric's role in culture, knowledge, philology, and colonialism. Study of current scholarship on non-Euro-American rhetorics, including methodology.

Prerequisites: RHMS 203.

Restrictions: Sophomore standing.

Usually offered: Alternate Years, spring semester.

Semester credits: 4.

RHMS 320 Health Narratives

Faculty: Goldsmith

Content: Theories of narrative as they apply to communication about health and illness; role of narratives in creating health- or illness-related identity, securing social support, creating communities. Competing narratives in interactions with health care providers. Impact of narratives in public and private medical decision-making.

Prerequisites: RHMS 100.

Restrictions: Junior standing required.

Usually offered: Alternate Years, spring semester.

Semester credits: 4.

RHMS 321 Argumentation and Social Justice

Faculty: Reyes

Content: Investigation of argumentation and social justice. Exploration and application of scholarship through the community-based Thank You for Arguing, a mentoring program run with local inner-city public schools. Theoretical and methodological frameworks for understanding the role of argumentation in fostering social justice explored through readings, classes discussion, and writing assignments.

Prerequisites: RHMS 100 or RHMS 221.

Restrictions: Sophomore standing required.

Usually offered: Annually, fall semester.

Semester credits: 4.

RHMS 325 The Documentary Form

Faculty: Sebok

Content: Critical analysis of the documentary with emphasis on institutional practices that shape and sustain the genre, argument in documentaries, expectations of audiences. Organization of materials for documentaries, editing and montage, principles of visual composition as they relate to moving images, functions of sound, ethical considerations. Planning and production of short documentaries.

Prerequisites: RHMS 200.

Restrictions: Sophomore standing required.

Usually offered: Alternate Years, spring semester.

Semester credits: 4.

RHMS 332 Rhetoric of Gender in Relationships

Faculty: Goldsmith

Content: How gendered identities and relationships are rhetorically constructed through everyday interaction. Role of rhetoric in social scientific study of gender and interaction. Survey of theories and empirical research on gender similarities and differences in communication with attention both to the explanations given as well as the rhetorical strategies scholars use to persuade.

Prerequisites: RHMS 100 or GEND 200.

Restrictions: Sophomore standing required.

Usually offered: Alternate Years, fall semester.

Semester credits: 4.

RHMS 340 Media Across Cultures

Faculty: Christenson, Sebok

Content: Theoretical perspectives on the political and social role of mass communication in developed and developing nations. Mass communication organizations, content, regulatory models, audiences in diverse cultures. Implications of public versus private ownership of mass media. Evaluation of claims of U.S. cultural imperialism.

Prerequisites: None.

Restrictions: Sophomore standing required.

Usually offered: Alternate Years, spring semester.

Semester credits: 4.

RHMS 352 Gender in Public Rhetoric and Media

Faculty: Goldsmith

Content: Rhetoric of gender equity movements and feminist theories of rhetoric. Rhetorical strategies used to redefine gender and gendered relations. How gender is represented in news and entertainment media. Activist strategies to change access to and representation in media.

Prerequisites: RHMS 100 or GEND 200.

Restrictions: Sophomore standing required.

Usually offered: Alternate Years, spring semester.

Semester credits: 4.

RHMS 360 Digital Media and Society

Faculty: Sebok

Content: Cultural, industrial, political, and economic implications of digital technology and innovation on cultural expression, media storytelling, democracy, globalization, and news gathering and dissemination. New media theory and investigation of meaning, knowledge, and power related to digital technologies. Investigation of the nature of production of consumption and active audiences.

Prerequisites: None.

Restrictions: Junior standing required.

Usually offered: Alternate Years, spring semester.

Semester credits: 4.

RHMS 363 Campaign Rhetoric

Faculty: Gantt

Content: Rhetoric of political campaigns, historical and modern, with emphasis on campaigns in progress or recently completed. Analysis of speeches, debates, interviews and advertisements. Critical analysis of media effects of campaigns.

Prerequisites: RHMS 100.

Restrictions: Sophomore standing required.

Usually offered: Alternate Years, fall semester.

Semester credits: 4.

RHMS 390 Special Topics in RHMS

Faculty: RHMS Faculty

Content: Reading and critical analysis organized around themes or problems in RHMS. Focus varies depending on areas of instructor teaching, research, and/or creative work. Assignments are organized around a substantial final project. May be taken twice with change of topic.

Prerequisites: RHMS 100.

Restrictions: Sophomore standing required.

Usually offered: Alternate Years, fall and spring semester.

Semester credits: 4.

RHMS 406 Race, Rhetoric, and Resistance

Faculty: Chirindo

Content: Role of rhetoric in social conflicts regarding issues of race. Theories and strategies of resistance and the implications for political action. Examination of major race and resistance texts.

Prerequisites: RHMS 100. RHMS 301 recommended.

Restrictions: Junior standing required.

Usually offered: Annually, fall semester.

Semester credits: 4.

RHMS 408 Argument and Persuasion in Science

Faculty: Reyes

Content: This course is designed to explore the role of argument and persuasion in the history, evolution, and dissemination of science. Its purpose is to give students a firm understanding of various rhetorical strategies within scientific discourse and how those strategies impact public policy. The general trajectory of this course is chronological, tracing major controversies in the sciences from pre-modern times to the present. At every stage students will be asked to consider how argument, persuasion, and symbolic action influence both scientific and political practice.

Prerequisites: RHMS 100. RHMS 301 recommended.

Restrictions: Sophomore standing required.

Usually offered: Annually, spring semester.

Semester credits: 4.

RHMS 425 American Cinema Studies: Advanced Analysis and Criticism

Faculty: Sebok

Content: Application of major theories from media, film, and cultural studies (e.g., psychoanalysis, genre study, formalism, auteur study, national cinemas) to a given set of media texts. Close analysis of media texts in context, taking into consideration technological, aesthetic, and industrial shifts.

Prerequisites: RHMS 100, RHMS 200.

Corequisites: Attend required film screening sessions.

Restrictions: Junior standing required.

Usually offered: Annually, fall semester.

Semester credits: 4.

RHMS 431 Feminist Discourse Analysis

Faculty: Goldsmith

Content: Examination of how theories and tools of critical discourse analysis can be used to pursue feminist research questions; how gendered power is socially constructed in talk in everyday interaction (e.g., among friends and family and in institutional settings such as work, school, clinic) and media texts (e.g., news interviews or coverage, entertainment media, blogs and other social media); an interdisciplinary seminar that prepares students to produce an original scholarly research project.

Prerequisites: RHMS 100. RHMS 332 or 352 or GEND coursework strongly recommended.

Restrictions: Junior standing.

Usually offered: Annually, fall semester.

Semester credits: 4.

RHMS 499 Independent Study

Faculty: Rhetoric and Media Studies Faculty

Content: Advanced-level independent reading and/or research in an area other than the normal course offerings of the department. Maximum of 4 credits total in independent study and/or practicum may be counted toward the major. May be repeated for credit.

Prerequisites: None.

Restrictions: Junior standing and consent required.

Usually offered: Annually, fall and spring semester.

Semester credits: 1-4.