

# ENGL 1030-27: COMPOSITION & RHETORIC

## CLEMSON UNIVERSITY

**INSTRUCTOR:** Michael D. Measel  
**OFFICE:** Lee 3G10  
**HOURS:** Monday 3-5pm, and by appointment  
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**SEMESTER:** Fall 2017  
**CLASS DAYS/TIME:** MWF 12:20–1:10pm  
**LOCATION:** 218 Daniel Hall

### REQUIRED TEXT

*Envision in Depth*, 4th Ed. (Alfono & O'Brien; Pearson)

### COURSE DESCRIPTION

This course focuses on writing and critical thinking by using an approach that teaches rhetorical strategies for reading and composing arguments in both print and digital environments. Students will learn to read texts critically and to recognize the different purposes and audiences for arguments. Students will compose five writing projects based on issues and research raised in the reading assignments and class discussions during the semester. The writing assignments will give students extensive practice in thinking critically and writing according to the rhetorical conventions of an argumentative essay using the full range of writing processes—invention, arrangement, drafting, revising, editing, and proofreading—for multiple assignments. We will explore the uses of rhetoric as a tool of persuasion in written, visual, and multimodal texts. We will learn how rhetoric works through attention to persona, audience, and persuasive appeals (such as pathos, logos, ethos, kairos). Rhetoric teaches us how we might persuade others, and whether to be persuaded ourselves. To these ends, we will pay particular attention to cultural and individual assumptions, and how rhetoric and language work to provide effective arguments. These approaches build a foundation for learning strategies of writing about the world in which we all work and live.