

## Brief Course Outline

**Course Title:** **Winning Your Argument: Rhetorical Strategy in a Visual Age**

**Course Number and Section**

WRITING

2202F 550

**Instructor Name(s):** Jeremy Greenway

**Instructor Email(s):** jgreenwa@uwo.ca

Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL Brightspace is the official and authoritative source of information for the course.

### Course Description:

An intensive and practical study of exposition in discursive prose, this course reviews the foundations of grammar, introduces students to the rhetoric of presentation and persuasion, and considers diverse types of prose across multiple disciplines, focusing on the analysis of visual rhetoric and argumentation, including websites, advertisements, and other visual media.

### Learning Outcomes: one outcome per entry

- analyze rhetoric as situated, framed, circulating, multimodal social action
- explain how rhetors construct exigence, salience, audiences, and possibilities for response
- distinguish among rhetorical situation, rhetorical ecology, circulation, and uptake
- distinguish genre from medium, mode, format, and platform, and explain how genres coordinate social activity
- diagnose rhetorical success, failure, and unintended consequence using specific evidence and appropriate concepts
- design and revise persuasive artifacts for particular audiences, situations, genres, and sites of circulation
- listen and intervene with attention to power, representation, institutional constraints, and ethical risk
- use the course's theoretical vocabulary accurately in analysis, discussion, and formal assessment

### Textbooks and Course Materials:

All readings and media are available through Brightspace.

Methods of Evaluation: one assignment per entry

| Assignment                    | Due Date mm/dd/yy     | Weight - % |
|-------------------------------|-----------------------|------------|
| Rhetorical Fieldbook          | Oct 5, Nov 11, Dec 2  | 20         |
| Rhetorical Autopsy            | Oct 21                | 15         |
| Genre Remix                   | Nov 11                | 15         |
| Quizzes                       | Oct 7 & Nov 18        | 10         |
| Argument Intervention Project | Nov 18, Nov 25, Dec 9 | 30         |
| Course Engagement             | ongoing               | 10         |

Wednesday, August 5, 2026

Huron Brief Course Outline 2026/27

In-course Costs \$000.00

For Textbooks and Course Materials (below), you are required to include the cost of each textbook or other learning material.

Note whether there are any restrictions that would prevent a student from using a second-hand copy. Here is some suggested text:

- Required textbook: [author, title, edition, publisher, date]. Cost: [insert amount].
  - Or include the weblink of the textbook’s publisher site that includes the cost information.
- Students need to purchase this edition. Second-hand or older editions will not be sufficient.
- OR Students are welcome to purchase second-hand or earlier editions of this textbook.
- This course has an optional field trip that costs [insert amount].
- This course has a required field component that costs [insert amount].

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.