

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

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Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL 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 an analysis of visual rhetoric and argumentation, including websites, advertisements, and other visual media.

Learning Outcomes:

Students will analyze visual rhetoric by developing a critical understanding of how visual elements (e.g., advertisements, websites, social media) communicate arguments and influence audiences.

Students will apply persuasive techniques by identifying and employing rhetorical appeals across visual and written media to craft compelling arguments.

Students will integrate multimodal communication by synthesizing text, images, and design principles to produce persuasive visual compositions.

Students will evaluate audience & purpose by assessing the needs and expectations of different audiences to tailor rhetorical strategies effectively.

Students will critique visual media by recognizing biases, assumptions, and power dynamics embedded in visual arguments across disciplines.

Students will create purpose-driven projects by designing, refining, and presenting visual and written texts that demonstrate rhetorical awareness and critical engagement.

Students will demonstrate understanding of rhetorical terminology and concepts through formal assessment (i.e., quizzes).

Textbooks and Course Materials:

Students have access to all readings via the course's OWL Brightspace page. I have also placed copies of many of these texts on reserve in the Huron Library for students to borrow.

Methods Of Evaluation:

| Assignment | Due Date mm/dd/yy | Weight - % |
|---------------------------------|-------------------|------------|
| Two quizzes | Oct 16 & Nov 13 | 20 |
| Rhetorical Autopsy | Oct 9 | 10 |
| Genre Flip | Oct 23 | 15 |
| Argument Intervention Project | Nov 20 | 25 |
| Reflexive Record | Dec 4 | 20 |
| Classwork/Engagement/Attendance | ongoing | 10 |

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

Thursday, August 14, 2025