



# RHETORIC, PROPAGANDA, BULLSHIT

Beaty Branch of the Milton Public Library, Tuesdays 7:00-8:30 p.m., 15 Jan – 8 Mar, 2013

## Course Description

Using contemporary examples, this course studies the ancient craft of suasion, good, bad, and just plain pointless. Rhetoric helps us to make better judgements among the many suasions bombarding us, and helps us to persuade/dissuade others more responsibly. It helps us reduce bullshit and resist propaganda.

## Course Theme song

“Blame it on the Tetons,” Modest Mouse

## Course Motto

Do I know what *rhetorical* means? —Homer Simpson

Date	Topics + Readings
15 Jan	Rhetoric, the skinny & the phat <b>ProfRaha FB page</b>
22 Jan	Plato & the evils of suasion <b>Ezra Levant Rant</b>
29 Jan	Class cancelled
5 Feb	Aristotle & the tools of suasion <b>Leadership acceptance speech</b>
12 Feb	Aristotle & argumentation <b>Star, Sun, Post editorials</b>
19 Feb	Augustine & character <b>Meet John Doe (Capra)</b>
26 Feb	Richards & style <b>Meet John Doe (Capra)</b>
5 Mar	Science & incommensurability <b>Watson &amp; Crick (1953)</b>
12 Mar	Life, the universe, and everything <b>Rick Mercer Rant</b>

## Community Lit.

Community Lit. is an adult learning, community outreach program that seeks to bring high-level literary and rhetorical studies out of the academy and into the community as a whole. Essentially, our goal is to offer University level English teaching for free to anyone and everyone who wishes to learn, while also promoting the public library as a cultural hub for the local community.

Instructor: Randy Allen Harris, University of Waterloo; raha@uwaterloo.ca



Style Misunderstanding Knowledge Fallacy Persuasion Remedies  
 Ethos Belief Education Psychology Text Cognition  
 Pathos Synecdoche Metonymy Irony Judgment  
 Logos Advertising Bullshit Argument Propaganda Metaphor  
 Hierarchies of Value Forensic Critique Figures of Speech Disuasion

**RHETORIC**