

University of Arkansas – Fort Smith
5210 Grand Avenue
P. O. Box 3469
Fort Smith, AR 72913-3469
479-788-7000

General Syllabus

ENGL 39043 Visual Rhetoric

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisite: ENGL 224603 Introduction to Writing Studies or ENGL 31043 Editing for Usage, Style, and Clarity or consent of instructor

Effective Catalog: 2019-2020

I. Course Information

A. Catalog Description

Introduces visual rhetoric, covering its history, current practice, and possible futures. Using a variety of methods, tools and technologies, students will analyze, compose, and critique a variety of visual modes and texts.

B. Additional Information

None.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Apply knowledge of rhetorical and linguistic theories and concepts to visual texts.
2. Evaluate the rhetoric of visual arguments and texts.
3. Apply knowledge of document design and typography to create visual texts.
4. Create rhetorically informed visual and print texts.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills

Students will identify problems/issues and develop solutions/analysis. Students will analyze a variety of texts for their rhetorical and/or literary features, as well as analyze the rhetorical situation to which the texts they produce respond.

Communication Skills (written and oral)

Students will communicate proficiently. Students will practice communication skills through discussions, presentations, and a variety of required written assignments.

Ethical Decision Making

Students will model ethical decision-making processes. Students will practice critical response to the writing of others, responsible use of research materials and intellectual property, and the ethical use of persuasion.

Global & Cultural Perspectives

Students will reflect upon cultural differences and their implications for interacting with people from cultures other than their own. Students will analyze the rhetorical situation, produce texts for a variety of audiences, and avoid the use of biased language.

III. Major Course Topics

- A. Analysis of visual texts in rhetorically, historically, and theoretically informed ways
- B. Rhetorical and linguistic concepts and principles within visual texts
- C. Composition of visual, print, and hybrid texts
- D. Visual Grammars