

# COMM-360 : Rhetorical Criticism

Introduces students to major issues and perspectives in rhetorical criticism, including foundational concepts from the history of rhetorical theory and methods of rhetorical analysis. By surveying traditional and contemporary approaches to rhetorical criticism, readings will engage students in thinking about symbol use, reflecting upon the power of language and human symbolic activity and systematically exploring how these processes work and how they influence is. Rhetorical approaches examine how to use language and symbols more effectively, how to communicate in more self-reflective ways and how to evaluate messages that better accomplish strategic goals. This is an online course offering.

**Credits** 3

**Term Offered**

Summer

**Session Cycle**

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