

Fall 2019 Course Descriptions

Instructor: Dr. Matt McKinney

Course: ENGL 354

Title: Modern Rhetorical Theory

Description: This course studies the return of interest in rhetorical theory and rhetorical training in the 20th century. There are three units: 1) we explore various texts that situate modern life (cities, cars, and mass media, especially) as a problem that rhetoric can solve; 2) we look at some theories of persuasion that respond specifically to these various challenges; 3) we use these theories to explore a rhetorical case study.

Proposed Readings: