

**The ART of Rhetoric – rhetoric & public address internship for Nicholas G.**  
(academic requirements)

LEARNING OUTCOMES

- Read and understand communication scholarship.
- Construct and evaluate visual arguments and messages, with consideration to appropriate audience analysis.
- Utilize communication technologies to create and disseminate a message.
- Recognize and explain the influences of media technologies in the communication process

ASSIGNED READINGS

**DUE 3/3**

Structural Forms in Broadcasting.

Borgers, Edward W. *Western Speech*. Fall 1960, Vol. 24 Issue 4, p220-224.

The Occurrence and Effects of Verbal and Visual Anchoring of Tropes on the Perceived Comprehensibility and Liking of TV Commercials.

van Enschot, Renske; Hoeken, Hans. *Journal of Advertising*. 2015, Vol. 44 Issue 1, p25-36.

**DUE 3/8**

Rhetoric and Materiality in the Museum Park at the North Carolina Museum of Art.

Zagacki, Kenneth S.; Gallagher, Victoria J. *Quarterly Journal of Speech*.

May 2009, Vol. 95 Issue 2, p171-191

**DUE 3/15**

Add Film to Rhetoric.

Perlmutter, Ruth. *Literature Film Quarterly*. Fall 75, Vol. 3 Issue 4, p316.

Visual rhetoric in Michel Gondry's music videos: Antithesis and similarity in Deadweight.

Buckland, Warren. *Empedocles: European Journal for the Philosophy of Communication*. Jan 2015, Vol. 5 Issue 1/2, p49-57.

ASSIGNED WORK

Each completed video must be accompanied by an indication of the topic, the rhetorical purpose (message) of the art exhibition, an identified intended audience of the video, and the rhetorical purpose of the video. *(THESE SHOULD BE THINGS YOU CAN IDENTIFY BASED ON WHAT YOU'VE LEARNED IN OTHER COMMUNICATION CLASSES, SUCH AS COMM105 OR COMM106.)*

The student will also provide a written explanation of the techniques – such as angles, frames, editing decisions/shot choices - used to reach the intended audience and to communicate the desired message. *(Many of these techniques are used in comics also and are discussed in the "Power of Comics.")* Every effort should be made in the video creation to also preserve the intention of the original exhibition. *(THE ASSIGNED READINGS, PARTICULARLY THE FIRST 3, SHOULD HELP WITH THIS.)* and in the written reflection, consideration should be given to how the video production process influenced that message. In considering techniques and explaining the production decisions, the student is strongly encouraged to support the aesthetic decisions with ideas learned through the assigned readings.

These statements will likely be 3-5 pages each if they are thorough.

Typed. Double-spaced. 12-point. Times New Roman, Courier, or Garamond. 1" margins.