

## Seminar Preparation

Thursday, October 6

### G. Using Methods in Criticism

*Reading:* Read Karlyn Kohrs Campbell. "Rhetorical Criticism 2009: A Study in Method." In *The Handbook of Rhetoric and Public Address*, ed. by Shawn J. Parry-Giles and J. Michael Hogan (Chichester, UK: Wiley, 2010), 86-108.

<http://onlinelibrary.wiley.com/book/10.1002/9781444324105>

John M. Murphy. "Theory and Public Address: The *Allusive Mr. Bush*." In *The Handbook of Rhetoric and Public Address*, ed. by Shawn J. Parry-Giles and J. Michael Hogan (Chichester, UK: Wiley, 2010), 271-90.

<http://onlinelibrary.wiley.com/book/10.1002/9781444324105>

Lecture: For purposes of efficiency, I will talk about method.

*Discussion:* Be prepared to discuss the framework for these two treatments of the place of method.

### III. Constructing Interpretation: Historical Methods

#### A. The Purposes and Forms of History

*Reading:* BG, cc. 1, 3.

*Discussion:* We start tonight by meeting the historian. Why does s/he do what they do? What motivates their work. Why do historical work? Are there different kinds of history? How do their purposes differ? How do historians of the differing types justify their targets? We will discuss the essays you wrote about.

*Writing for this week:* In the journals in communication or a collection of essays on the History of Public Address, find (1) an article that is written to reconstruct a communication event or theory of communication from the past, and (2) an article that is written to make a particular argument about an event or theory from the past. Bring them to class. Write an essay of no more than 500 words addressing the significance of the research in one of the articles. Evaluate how well the author establishes the significance of his/her work. Remember this is a graded essay.