

Seminar Preparation

Thursday, September 15

C. A History of Critical Scholarship in Communication

Reading: Herbert A. Wichelns, "The Literary Criticism of Oratory." in *Studies in Rhetoric and Public Speaking in Honor of James A. Winans*. ed. by Alexander Magnus Drummond. New York: Century, 1925. pp. 181-216. Available on Hathi Trust Digital Library through UM.

<http://hdl.handle.net/2027/mdp.39015003959684>

Lester Thonssen and Albert Craig Baird, *Speech Criticism*. New York: Ronald Press, 1948. pp. xiii-xvi; 1-26. Available on Hathi Trust Digital Library

<http://hdl.handle.net/2027/mdp.39015046815836>

Edwin Black, *Rhetorical Criticism: A Study in Method*. 1965; Madison: Univ of Wisconsin Press, 1978. pp. ix-xv; 1-9. (on ELMS)

Michael Leff. "Introduction." *Western Journal of Speech Communication* 44.4 (1980):264.

John Angus Campbell. "Special Issue on Rhetorical Criticism." *Western Journal of Speech Communication* 54.3 (1990): 249-251.

David Henry. "Rhetorical Criticism: The State of the Art Revisited." *Western Journal of Communication* 65.3 (2001): 229.

Richard Leo Enos. "Interdisciplinary Perspectives on Rhetorical Criticism. Introduction: The Inclusiveness of Rhetorical Criticism." *Rhetoric Review* 25.4 (2006): 357-358.

Greg Dickinson. "Introduction to Special Issue." *Western Journal of Communication* 74.1 (2010): 1-3.

Select an essay from the last three special issues to report on.

Discussion: This will be a session on the history of the craft. Your task is to develop an account of the major events. We will construct a map of the evolution of the activity.

To prepare: Read the essays above. There are two tasks:

- Construct a brief timeline of important developments. Date roughly and summarize the development in a sentence or two. We will work to do this as a class.
- Read one of the essays from the last three special issues and be prepared to make a 5-10 minute report on the article. What is the thesis of the article? How does it relate to the history of criticism.

D. The Purposes of Criticism

Reading: Robert L. Scott and Bernard L. Brock. *Methods of Rhetorical Criticism: A Twentieth Century Perspective*. New York: Harper and Row, 1971. pp. 3-10

Philip C. Wander. "The Ideological Turn in Modern Criticism." *Central States Speech*

- Journal* 34 (1983):1-18.
- James F. Klumpp and Thomas A. Hollihan.. "Rhetorical Criticism as Moral Action."
Quarterly Journal of Speech 75 (1989): 84-96.
- Charles E. Morris. "(Self-)Portrait of Prof. R.C.: A Retrospective." *Western Journal of Communication* 74.1 (2010): 4-42
- Dana L. Cloud and Joshua Gunn. "Introduction: W(h)ither Ideology?" *Western Journal of Communication* 75.4 (2011): 407-20.

Discussion: Who is the critic? Why does s/he do criticism? What is the legitimate purpose(s) of criticism? What is the power of criticism? Is criticism a mode of "social science" or a mode of "artistic expression" or a mode of "public engagement" or something else? What difference does the answer to that question make on your practice of criticism?

To prepare: This is in fact a continuation of the discussion from last week in the sense that the purpose of criticism has been an important part of its history. But now we want to focus more on the questions that determine what we should do as critics in 2011. Read the work above. To assimilate the readings we will:

1. Make a list of purposes that we have encountered
2. From these construct the persona of the critic