

SESSIONS 2 AND 3: MODELS OF RHETORIC AND PERSUASION

Course website

The course website is at: <http://www.cs.uwaterloo.ca/~cdimarco/cs886persuasive.html>
All texts will be on short-term loan in the DC Library—see the course website for their call numbers.

Preparing for sessions 2 and 3

Read the following background material:

- William M. Keith and Christian O. Lundberg, *Essential guide to rhetoric*, Bedford/St. Martin's, 2008. Skim all (a short book). DC Library Short-term loan call number: UWD 1493
- J.P. Dillard and M.W. Pfau (eds.), *The persuasion handbook: Developments in theory and practice*, Sage Publications, 2002. Chapter 16 (Persuasion and the study of affect). DC Library Short-term loan call number: UWD 1461

Questions to be addressed

Write a one-page position paper on ONE of the following:

- Summarize the various types of *proofs* and *topoi* in rhetorical persuasion.
- Summarize Kenneth Burke's alternative definition of rhetoric.

Write a one-page position paper on the following:

- Summarize ONE of the models of affect (i.e., bipolar valence model, two-dimensional models, discrete emotion models) that may be used in defining the affect-persuasion relationship.