



**I WANT YOU  
FOR PUBD 508**

**The Rhetoric of War and Peace  
Thursday, 6:30-9:20 PM, Fall 2013**

**L. Paul Strait, STRAIT@USC.EDU**

**The Rhetoric of War and Peace**  
**PUBD 508**  
Fall 2013  
Thursday 6:30-9:20 PM, ASC 331

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Office Hours: Tuesday/Thursday 2:00-4:30 PM or by appointment, ASC G6

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**I. Course Description & Objectives:**

Foreign policy is largely a rhetorical exercise: a nation seeks to influence other nations and a variety of publics (domestic and international) about its goals and its place in the world. This is particularly true with respect to armed conflict, where rhetoric is involved in all levels, from justifying and negotiating entry, to reacting and responding to foreign wars and acts of aggression, as well as in promoting and maintaining peace. Given the prevalence of interstate (and intrastate) violence around the world, it is vital to understand the material and symbolic contexts that give rise to geopolitical conflict, how those contexts interact with discourses of war and peace and work both to facilitate and frustrate the foreign policy goals of national and international actors, and the way rhetoric contributes to the promotion and positioning of war as a natural or inevitable response to international problems.

Throughout history, there have been moments of great drama for humanity in which orators have rallied people to war or have advised them against resorting to arms, and their speeches have profoundly shaped public opinion. Rhetoric today is no more the exclusive province of orators delivering speeches than is public diplomacy restricted to communicators acting on behalf of a monolithic nation state. Instead, the discipline of public diplomacy invites us to see the international arena as a set of interconnected networks of discursive flows and ruptures embedded in a complex rhetorical ecosystem of nation states, geographies, economies, commercial enterprises, institutions, non-governmental organizations, publics, counterpublics, social movements, ideologies, international legal regimes, communication media, etc. Within this geopolitical rhetorical order, material interests and capabilities (both productive and destructive) provide powerful motivations both for war and cooperation. This is the environment in which practitioners of public diplomacy can work to position their nation such that its foreign policy objectives cohere (as best as possible) within the wider international community's self-understanding of the global common good. Such efforts can end in spectacular success, spectacular failure, or somewhere in the muddy middle.

In this seminar, we will examine war and peace as rhetorical phenomena—that is, as material human projects that are shaped by and understood in terms of contested symbolic action. The goal of this seminar is to equip students with critical, hermeneutic, and strategic skills in reading, interpreting, and responding to events, campaigns, media flows, and statements that enter into the international arena as rhetoric operates in the service of either war or peace. These skills fit into the larger curricular goal of preparing students to build models of effective public diplomacy practice in the short and long term concerning events pertaining to the vital interests of nation states.

Reading theories of international conflict and rhetorical criticism alongside historical documents will help us identify and understand the rhetorical processes at work in the discourses of war and peace. These processes will be further elucidated through a careful reading of a wide array of empirical studies, from which we will get a sense for the range of research questions that can be asked in this field of study. We will analyze the techniques used by various speakers to define, steer, and promote their nations' values and grand strategic visions on matters of war and peace. We will also examine the rhetorical nature of projects of peace, which seek to displace the rhetorics of war with alternative visions of the world. Along the way, we will consider questions about the rhetorical nature of peace itself (e.g., what are the rhetorical consequences of defining peace in negative terms, as in 'anti-war' discourse?) Sometimes we will consider texts as directive or admonitory foreign policy meta-discourse, i.e., justifications for or arguments about/against particular foreign policy decisions, and we will explore the beliefs, values, and world-views embodied in those texts. At other times, we will regard the text itself as constitutive of substantive policy (e.g., declaratory policy) and will investigate the work done by those words.

The rhetoric of war and peace features several recurrent themes that we will investigate: appeals to territoriality, ethnocentricity, sheer optimism (victory as destiny, perhaps underwritten supernaturally), as well as contrasts between freedom and violence, the rational and the irrational, the gallant and the barbaric, acts of aggression vs. acts of defense (even if pre-emptive), legitimate acts of violence vs. terrorism. These discursive formations occur in patterns historically in the rhetoric of war, influencing the rhythms of conflict and cooperation as extended into the nuclear age. The suasive power of these appeals is evidenced by their reciprocal refutation in anti-war rhetoric. Reformulated as a positive good, the rhetoric of peace often flows from the symbolic action of citizen initiatives and social movements that network with the state, institutions of international governance, and/or NGOs in the interests of increasing the pressure of public opinion in the service of human rights, environmental protection, anti-proliferation, or other causes of a transnational character. The rhetoric of terror is examined as a mutation of traditional discourses of war and peace into a global symbolically constructed (and contested) sociopolitical world of virtual diplomacy.

The multiplicity of policymakers, publics, media channels, and international actors demands that we take an interdisciplinary approach to studying the rhetoric of war and peace. Further, as public diplomacy transcends the traditional domains of media, foreign policy, and communication (an academic discipline oriented toward practice that encompasses both humanistic and social scientific modes of inquiry), we will draw upon theoretical and methodological insights from the fields of communication studies, geography, international relations, linguistics, literary criticism, policy analysis, political economy, rhetoric, and sociology. Though we will often take the perspective of the United States in evaluating the ways in which its foreign policy goals have been helped or hindered by communicative processes, we are just as interested in this seminar in understanding international rhetorics of war and peace. The major research project of the course will involve an analysis of the public diplomacy efforts of all relevant international actors with a stake in some currently active conflict—students will seek to understand how the course of the conflict is shaped by symbolic action, to discover insights about the nature of the conflict that can be gleaned from the rhetorical activities of participants and stakeholders, and to analyze how the discursive content of the conflict can help outside national actors make predictions, design interventions, and pursue (or modify) their foreign policy objectives in the region.

## II. Course Materials

### Required

Kenneth Burke, *The philosophy of literary form: Studies in symbolic action*. Berkeley, CA: University of California Press, 1973.

Craig Hayden, *The rhetoric of soft power: Public diplomacy in global contexts*. Lanham, MD: Lexington Books, 2012.

Adam Hodges (Ed.), *Discourses of war and peace*. Oxford, England: Oxford University Press, 2013.

Adam Hodges, *The “War on Terror” narrative: Discourse and intertextuality in the construction and contestation of sociopolitical reality*. Oxford, England: Oxford University Press, 2011.

Additional readings will be posted on Blackboard and are marked [BB] below.

### Recommended/Supplementary

William M. Keith & Christian O. Lundberg, *The essential guide to rhetoric*. Boston, MA: Bedford/St. Martin’s, 2008.

Jan Melissen (Ed.), *The new public diplomacy: Soft power in international relations*. London, England: Palgrave Macmillan, 2005. [Posted on Blackboard]

## III. Tentative Course Schedule:

*\*\*This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.*

*\*\* Some of the readings below will be designated for individual student reports rather than as required reading for the entire class.*

Date	Main Topic(s)	Readings
8/29	Introduction	Randy E. Cole, “Foreign Public Diplomacy Policy: The Rhetorical Turn,” <i>Grove City College Journal of Law &amp; Public Policy</i> , 2, pp. 149-163, (2011) [BB]; G. Thomas Goodnight, “Public Argument and the Study of Foreign Policy,” <i>American Diplomacy</i> , 1998 [BB]; Craig Hayden, “Arguing Public Diplomacy: The Role of Argument Formations in U.S. Foreign Policy Rhetoric,” <i>The Hague Journal of Diplomacy</i> , 2, pp. 229-254, (2007) [BB]; Thomas Risse, ““Let’s Argue!”: Communicative Action in World Politics,” <i>International Organization</i> , 54, pp. 1-39, (2000) [BB]. Supplementary: Geoffrey Cowan & Amelia Arsenault, “Moving from Monologue to Dialogue to Collaboration: The Three Layers of Public Diplomacy,” <i>The Annals of the Academy of Political and Social</i>

		<p><i>Science</i>, 616, pp. 10-30, (2008) [BB];</p> <p>Matthew Wallin, “The New Public Diplomacy Imperative: America’s Vital Need to Communicate Strategically,” <i>American Security Project White Paper</i>, (2012) [BB].</p>
<b>Unit 1: Theoretical Resources for Rhetorical Scholarship</b>		
9/5	Traditional Critical Approaches to War Rhetoric: Theories, Concepts, and Methods	<p>Tetyana Sayenko, “Rhetoric of War and Peace,” <i>NUCB Journal of Economics and Information Science</i>, 52, pp. 35-44, (2007) [BB];</p> <p>Ronald F. Reid, “New England Rhetoric and the French War, 1754-1760: A Case Study in the Rhetoric of War,” <i>Communication Monographs</i>, 43, pp. 259-286, (1976) [BB];</p> <p>Sonja K. Foss, <i>Rhetorical Criticism: Exploration &amp; Practice</i>, Ch. 3-4 (read the Nixon, Hussein, and Bush speeches before reading the associated critical essays) [BB];</p> <p>Thomas B. Farrell, “Rhetoric in History as Theory and Praxis: A Blast from the Past,” <i>Philosophy &amp; Rhetoric</i>, 41, pp. 323-336, (2008) [BB];</p> <p>Pericles, “Funeral Oration” (from Thucydides, <i>The History of the Peloponnesian War</i>, Book II), [BB];</p> <p>Abraham Lincoln, “Gettysburg Address,” [BB];</p> <p>Slobodan Milosevic, “Speech to the Serbian Nation after the end of the war in Kosovo,” [BB].</p> <p>Supplementary:</p> <p>Sonja K. Foss, <i>Rhetorical Criticism: Exploration &amp; Practice</i>, Ch. 1-2 (definitely at least skim this material if your background in rhetorical theory is limited) [BB];</p> <p>William M. Keith &amp; Christian O. Lundberg, <i>The essential guide to rhetoric</i>.</p>
9/12	Understanding the Rhetorical Motives and Scene in the Drama of War and Peace	<p>“The Philosophy of Literary Form,” [Burke, skim pp.1-65; read the following sections carefully: On Methodology, ‘Form’ and ‘Content,’ and Ritual Drama as ‘Hub,’ pp. 66-135];</p> <p>“The Rhetoric of Hitler’s ‘Battle’” [Burke, pp. 191-220];</p> <p>“War, Response, and Contradiction” [Burke, pp. 234-257];</p> <p>Leila M. Harris, “Navigating Uncertain Waters: Geographies of Water and Conflict, Shifting Terms and Debates,” in C. Flint (ed.) <i>The Geography of War and Peace: From Death Camps to Diplomats</i>, pp. 259-277, (2005) [BB];</p> <p>Michael K. Steinberg and Kent Mathewson, “Landscapes of Drugs and War: Intersections of Political Ecology and Global Conflict,” in C. Flint (ed.) <i>The Geography of War and Peace: From Death</i></p>

		<p><i>Camps to Diplomats</i>, pp. 242-258, (2005) [BB];</p> <p>Juyan Zhang, "Exploring Rhetoric of Public Diplomacy in the Mixed-Motive Situation: Using the Case of President Obama's 'Nuclear-Free World' Speech in Prague," <i>Place Branding &amp; Public Diplomacy</i>, 6, pp. 287-299, (2010) [BB].</p> <p>Supplementary:</p> <p>M. Elizabeth Weiser, "Burke and War: Rhetoricizing the Theory of Dramatism," <i>Rhetoric Review</i>, 26, pp. 286-302, (2007) [BB].</p>
<b>Unit 2: Rhetorical Approaches to Public Diplomacy Scholarship</b>		
9/19	Public Diplomacy and the Rhetoric of "Soft Power"	<p>Craig Hayden, <i>The Rhetoric of Soft Power: Public Diplomacy in Global Contexts</i>, (2012) [ch. 1-2, 6-7];</p> <p>Peter van Ham, "Power, Public Diplomacy, and the <i>Pax Americana</i>," in Jan Melissen (Ed.), <i>The New Public Diplomacy: Soft Power in International Relations</i>, (2005), pp. 47-66 [BB];</p> <p>Anna Michalski, "The EU as a Soft Power: The Force of Persuasion," in Jan Melissen (Ed.), <i>The New Public Diplomacy: Soft Power in International Relations</i>, (2005), pp. 124-146 [BB].</p>
9/26	Public Diplomacy and the Rhetoric of Propaganda	<p>Clifford Adelman, "War and Peace among the Words: Rhetoric, Style, and Propaganda in Response to National Reports," <i>The Journal of Higher Education</i>, 58, pp. 371-403, (1987) [BB];</p> <p>John Brown, "Public Diplomacy &amp; Propaganda: Their Differences," <i>American Diplomacy</i>, pp. 1-4, (2008) [BB];</p> <p>Noam Chomsky, "<a href="#">The U.S. Behaves Nothing Like a Democracy, But You'll Never Hear About it in Our Free Press</a>," a speech delivered at the DW Global Media Forum, Bonn, Germany, <i>Salon</i>, (August, 2013) [BB];</p> <p>David W. Guth, "Black, White, and Shades of Gray: The Sixty-Year Debate Over Propaganda versus Public Diplomacy," <i>Journal of Promotion Management</i>, 14, pp.309-325, (2008) [BB];</p> <p>David Hoffman, "Beyond Public Diplomacy," <i>Foreign Affairs</i>, 81, pp.1-5, (2002) [BB];</p> <p>Emily T. Metzgar, "Public Diplomacy, Smith-Mundt, and the American Public," <i>Communication Law &amp; Policy</i>, 17, pp. 67-101, (2012) [BB];</p> <p>Ben D. Mor, "The Rhetoric of Public Diplomacy and Propaganda Wars: A View from Self-Presentation Theory," <i>European Journal of Political Research</i>, 46, pp. 661-683, (2007) [BB];</p> <p>Kenneth Payne, "Waging Communication War," <i>Parameters</i>, 38, pp. 37-51, (2008) [BB];</p>



		Paul Sharp, "Revolutionary States, Outlaw Regimes and the Techniques of Public Diplomacy," in Jan Melissen (Ed.), <i>The New Public Diplomacy: Soft Power in International Relations</i> , (2005), pp. 106-123 [BB].
10/3	Public Diplomacy and the Mediated Rhetorics of War & Peace	<p>Robert M. Entman, "Theorizing Mediated Public Diplomacy: The U.S. Case," <i>The International Journal of Press/Politics</i>, 13, pp. 87-102, (2008) [BB];</p> <p>Matt Evans, "Framing International Conflicts: Media Coverage of Fighting in the Middle East," <i>International Journal of Media and Cultural Politics</i>, 6, pp. 209-233, (2010) [BB];</p> <p>Alan K. Henrikson, "The Geography of Diplomacy," in C. Flint (ed.) <i>The Geography of War and Peace: From Death Camps to Diplomats</i>, pp. 369-394, (2005) [BB];</p> <p>Rachel Plotnick, "Predicting Push-Button Warfare: U.S. Print Media and Conflict from a Distance, 1945-2010," <i>Media, Culture, &amp; Society</i>, 34, pp. 655-672, (2012) [BB];</p> <p>Tamir Sheafer &amp; Itay Gabay, "Mediated Public Diplomacy: A Strategic Contest over International Agenda Building and Frame Building," <i>Political Communication</i>, 26, pp. 447-467, (2009) [BB];</p> <p>Tamir Sheafer &amp; Shaul R. Shenhav, "Mediated Public Diplomacy in a New Era of Warfare," <i>The Communication Review</i>, 12, pp. 272-283, (2009) [BB].</p>
<b>Unit 3: Discourses of War and Peace – Critical Analysis</b>		
10/10	Discourses <i>ad bellum et in bello</i> : Justificatory War Rhetoric	<p>Adam Hodges, "War, Discourse, and Peace," [Hodges, 2013, pp. 3-22];</p> <p>Patricia L. Dunmire, "'New World Coming': Narratives of the Future in US Post-Cold War National Security Discourse," [Hodges, 2013, pp. 23-46];</p> <p>Adam Hodges, "The Generic U.S. Presidential War Narrative: Justifying Military Force and Imagining the Nation," [Hodges, 2013, pp. 47-68];</p> <p>Michael R. Kramer, "Temporal Ethos: A Shifting Rhetorical Resource in Arguments about War and Peace," <i>The Florida Communication Journal</i>, 37, pp. 12-26, (2008) [BB];</p> <p>Carol Winkler, "Parallels in Preemptive War Rhetoric: Reagan on Libya; Bush 43 on Iraq," <i>Rhetoric &amp; Public Affairs</i>, 10, pp. 303-334, (2007) [BB];</p> <p>Alexander G. Nikolaev &amp; Douglas V. Porpora, "President Bush's Pre-War Rhetoric on Iraq: Paranoid Style in Action," <i>Critical</i></p>

		<p><i>Inquiry in Language Studies</i>, 3, pp. 245-262, (2006) [BB];</p> <p>Teun A. van Dijk, “War Rhetoric of a Little Ally: Political Implications and Aznar’s Legitimatization of the War in Iraq,” <i>Journal of Language and Politics</i>, 4, pp. 65-91, (2005) [BB];</p> <p>Benjamin R. Bates, “Audiences, Metaphors, and the Persian Gulf War,” <i>Communication Studies</i>, 55, pp. 447-463, (2004) [BB];</p> <p>Robert L. Ivie, “Images of Savagery in American Justifications for War,” <i>Communication Monographs</i>, 47, pp. 279-291, (1980) [BB];</p> <p>Karen Rasmussen, “An Interaction Analysis of Justificatory Rhetoric,” <i>Western Journal of Speech Communication</i>, 37, pp. 111-117, (1973) [BB].</p>
10/17	<p>Discourses <i>ex bello et contra bellum</i>: Responding to Armed Conflict and Promoting Peace</p>	<p>Candler Hallman, “‘Everyone Has Their Particular Part to Play’: Commensuration in the Northern Irish and Palestinian Victims’ Rights Movements,” [Hodges, 2013, pp. 171-192];</p> <p>Charles Kurzman, “The Iranian Revolution,” in J. Goodwin &amp; J. M. Jasper (Eds.), <i>The Social Movements Reader: Cases and Concepts</i>, pp. 42-52, (2009) [BB];</p> <p>Becky Schulthies, “Reasonable Affects: Moroccan Family Responses to Mediated Violence,” [Hodges, 2013, pp. 193-221];</p> <p>Gay Seidman, “Armed Struggle in the South African Anti-Apartheid Movement,” in J. Goodwin &amp; J. M. Jasper (Eds.), <i>The Social Movements Reader: Cases and Concepts</i>, pp. 279-294, (2009) [BB];</p> <p>Taku Suzuki, “Narrating War and Peace at the Battle Ruins: Okinawan Tourism-Activism Discourses,” [Hodges, 2013, pp. 249-278];</p> <p>Richard H. Solomon, “The U.S. Institute of Peace: A Hands-On Approach to Resolving Conflict,” in U.S. Department of State, ‘The Role of Think Tanks in Foreign Policy’ <i>U.S. Foreign Policy Agenda</i>, 7, pp. 26-28, (2002) [BB];</p> <p>Anna Marie Trester, “Performing Peace: The Framing of Silence in a Quaker Vigil,” [Hodges, 2013, pp. 225-248];</p> <p>Kenneth S. Zagacki, “Constitutive Rhetoric Reconsidered: Constitutive Paradoxes in G. W. Bush’s Iraq War Speeches,” <i>Western Journal of Speech Communication</i>, 71, pp. 272-293, (2007) [BB].</p>
10/24	<p>Rhetorics and Geographies of Peace and Reconciliation</p>	<p>Clifford Bob, “The Quest for International Allies,” in J. Goodwin &amp; J. M. Jasper (Eds.), <i>The Social Movements Reader: Cases and Concepts</i>, pp. 353-363, (2009) [BB];</p> <p>D. Robert Dechaine, “Humanitarian Space and the Social</p>



		<p>Imaginary: Médecins Sans Frontières/Doctors Without Borders and the Rhetoric of Global Community,” <i>Journal of Communication Inquiry</i>, 26, pp. 354-369, (2002) [BB];</p> <p>Dalia Gavriely-Nuri, “The Idiosyncratic Language of Israeli ‘Peace’: A Cultural Approach to Critical Discourse Analysis (CCDA),” <i>Discourse &amp; Society</i>, 21, pp. 565-585, (2010) [BB];</p> <p>Roger Mac Ginty &amp; Oliver P. Richmond, “The Local Turn in Peace Building: A Critical Agenda for Peace,” <i>Third World Quarterly</i>, 34, pp. 763-783, (2013) [BB];</p> <p>Trudy Govier &amp; Wilhelm Verwoerd, “Trust and the Problem of National Reconciliation,” <i>Philosophy of the Social Sciences</i>, 32, pp. 178-205, (2002) [BB];</p> <p>Guntram H. Herb, “The Geography of Peace Movements,” in C. Flint (ed.) <i>The Geography of War and Peace: From Death Camps to Diplomats</i>, pp. 347-368, (2005) [BB];</p> <p>Markus Kornprobst, “How Rhetorical Strategies Reproduce Compromise Agreements: The Case of the Nuclear Non-Proliferation Regime,” <i>Government and Opposition</i>, 47, pp. 342-367, (2012) [BB];</p> <p>Nick Megoran, “War and Peace? An agenda for peace research and practice in geography,” <i>Political Geography</i>, 30, pp. 178-189, (2011) [BB];</p> <p>Ian Oas, “Shifting the Iron Curtain of Kantian Peace: NATO Expansion and the Modern Magyars,” in C. Flint (ed.) <i>The Geography of War and Peace: From Death Camps to Diplomats</i>, pp. 395-414, (2005) [BB];</p> <p>James Ron, Howard Ramos, &amp; Kathleen Rodgers, “What Shapes the West’s Human Rights Focus?” in J. Goodwin &amp; J. M. Jasper (Eds.), <i>The Social Movements Reader: Cases and Concepts</i>, pp. 345-352, (2009) [BB];</p> <p>Brendan Soennecken, “The Geopolitics of Postwar Recovery,” in C. Flint (ed.) <i>The Geography of War and Peace: From Death Camps to Diplomats</i>, pp. 415-435, (2005) [BB]</p>
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<b>Unit 4: Reading the “War on Terror” Rhetorically</b>		
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10/31	Discursive Construction and Contestation of the ‘War on Terror’ Narrative	<p>Robert J. Brym, “Suicide Bombing,” in J. Goodwin &amp; J. M. Jasper (Eds.), <i>The Social Movements Reader: Cases and Concepts</i>, pp. 295-301, (2009) [BB];</p> <p>Adam Hodges, <i>The “War on Terror” Narrative: Discourse and Intertextuality in the Construction and Contestation of Sociopolitical Reality</i>, (2011) [all];</p> <p>Charles Kurzman, “Who Are the Radical Islamists?” in J.</p>
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		<p>Goodwin &amp; J. M. Jasper (Eds.), <i>The Social Movements Reader: Cases and Concepts</i>, pp. 84-90, (2009) [BB];</p> <p>Anna Podvornaia, "The Discursive Battlefield of the 'War on Terror': Enabling Strategies for Garnering Public Support in the Rhetoric of George W. Bush and Osama Bin Laden," [Hodges, 2013, pp. 69-94].</p>
11/7	Reconstructing and Criticizing the Rhetoric of the War on Terror	<p>Jeremy Engels &amp; William O. Saas, "On Acquiescence and Endless War: An Inquiry into the New War Rhetoric," <i>Quarterly Journal of Speech</i>, 99, pp. 225-232, (2013) [BB];</p> <p>Colin Flint, "Dynamic Metageographies of Terrorism: The Spatial Challenges of Religious Terrorism and the 'War on Terrorism,'" in C. Flint (ed.) <i>The Geography of War and Peace: From Death Camps to Diplomats</i>, pp. 198-216, (2005) [BB]</p> <p>Ian Graham, Ronald Shaw, &amp; Majed Akhter, "The Unbearable Humanness of Drone Warfare in FATA, Pakistan," <i>Antipode</i>, 44, pp.1490-1509, (2012) [BB];</p> <p>David Gregory, "The Everywhere War," <i>The Geographical Journal</i>, 177, pp. 238-250, (2011) [BB];</p> <p>Trevor McCrisken, "Ten Years On: Obama's War on Terrorism in Rhetoric and Practice," <i>International Affairs</i>, 87, pp. 781-801, (2011) [BB];</p> <p>Hillel Ofek, "The Tortured Logic of Obama's Drone War," <i>The New Atlantis</i>, pp. 35-44, (2010) [BB];</p> <p>Roger Stahl, "A Clockwork War: Rhetorics of Time in a Time of Terror," <i>Quarterly Journal of Speech</i>, 94, pp.73-99, (2008) [BB];</p> <p>Janicke Stramer, "The Language of War: George W. Bush's Discursive Practices in Securitising the Western Value System in the 'War on Terror,'" in B. Brecher (ed.) <i>The New Order of War</i>, pp. 35-48, (2010) [BB];</p> <p>Juyan Zhang, "Beyond Anti-Terrorism: Metaphors as Message Strategy of Post-September-11 U.S. Public Diplomacy," <i>Public Relations Review</i>, 33, pp. 31-39, (2007) [BB].</p>
<b>Unit 5: Mythic Rhetoric and Memory</b>		
11/14	Role of Memory and Myth in the Rhetoric of War and Peace	<p>Lorraine Dowler, "Amazonian Landscapes: Gender, War, and Historical Repetition," in C. Flint (ed.) <i>The Geography of War and Peace: From Death Camps to Diplomats</i>, pp. 133-148, (2005) [BB]</p> <p>Jenny Edkins, "The Rush to Memory and the Rhetoric of War," <i>Journal of Political and Military Sociology</i>, 31, pp. 231-250, (2003) [BB];</p>

		<p>G. Thomas Goodnight, "Ronald Reagan's Re-formulation of the Rhetoric of War: Analysis of the 'Zero Option,' 'Evil Empire,' and 'Star Wars' Addresses," <i>Quarterly Journal of Speech</i>, 72, pp. 390-414, (1986) [BB];</p> <p>Diane Riskedahl, "A Sign of War: The Strategic Use of Violent Imagery in Contemporary Lebanese Political Rhetoric," <i>Language &amp; Communication</i>, 27, pp. 307-319, (2007) [BB];</p> <p>Robert C. Rowland &amp; David A. Frank, "Mythic Rhetoric and Rectification in the Israeli-Palestinian Conflict," <i>Communication Studies</i>, 62, pp. 41-57, (2011) [BB];</p> <p>Bryan C. Taylor, "'A Hedge Against the Future': The Post-Cold War Rhetoric of Nuclear Weapons Modernization," <i>Quarterly Journal of Speech</i>, 96, pp. 1-24, (2010) [BB];</p> <p>Larry A. Williamson, "Bush's Mythic America: A Critique of the Rhetoric of War," <i>Southern Communication Journal</i>, 75, pp. 215-231, (2010) [BB].</p> <p>Supplementary:</p> <p>Kenneth Burke, "Ideology &amp; Myth," <i>Accent Magazine</i>, 7, pp. 195-205, (1947) [BB].</p>
11/21	<b>NCA Conference – No Class</b>	
11/28	<b>Thanksgiving Holiday – No Class</b>	
12/5	Final Presentations	
12/12	Final Presentations (continued) Concluding Thoughts	<b>Final Research Paper Due</b> **Class begins at 7:00 PM**

#### IV. Course Requirements:

This class will be conducted in accordance with the norms and conventions of a graduate-level seminar. Students are expected to do all assigned readings, around which critical discussion will focus. Classes will be a combination of lecture, presentations, and discussion.

#### Attendance:

I take attendance regularly, and expect you to be in class or have a legitimate excuse (e.g., illness, approved extra-curricular/sports travelling, etc.). Any unexcused absence will negatively affect your grade.

## **Assignments:**

- 1) Brief reactions to/comments on each week's assigned reading, posted to the appropriate forum in the Discussion section of the course Blackboard site, no later than 10:00 p.m. on Wednesdays. In particular, try to identify a handful of key terms that seem to you to be central to understanding the readings, and 2-3 key questions raised for you by the readings.
- 2) Supplemental reading reports—Some of the readings will be assigned individually rather than to the entire class, and the individual will present the reading to the class. When given this task, you should prepare a précis of the material that summarizes the content, highlights core issues, and can serve as a useful reference for your classmates who have not read the material.
- 3) Research Report – You will examine an area of conflict and create a power point presentation that assembles a time-line of events, assembles a structure of artifacts that speak to events discursive and non-discursive, analyzes how symbols were articulated, values confirmed, contexts created, and responses promised. The report will analyze the campaign in the context of war rhetoric—what is the proposed impact.
- 4) A final paper of your design and execution, relevant to the scope of the course and related to the general topic of the rhetoric of war and peace. You should consult with me on the direction you take, and you are encouraged (but not required) to connect the project to your research report. Your goal should be a research paper that will engage in public presentation—and submission to a venue (if possible) at the end of the course. Please be advised that I will assign an “Incomplete” only under truly extraordinary circumstances.

## **V. Academic Integrity**

The Annenberg School for Communication & Journalism is committed to upholding the University's academic integrity code. It is the policy of the School of Communication to report all violations of the code. Any serious violation or pattern of violations of the academic integrity code will result in the student's expulsion from the Public Diplomacy program. The University presumes that you are familiar with its standards and policies; should you be found to have committed a violation, ignorance of these standards and policies will not be accepted as an excuse. You should be familiar with the following resources:

"Guide to Avoiding Plagiarism" addresses issues of paraphrasing, quotations and citations in written assignments, drawing heavily upon materials used in the university's Writing Program (by Student Judicial Affairs) <http://www.usc.edu/student-affairs/SJACS/docs/tig.pdf>

"Academic Integrity: A Guide for Graduate Students" explains the basic principles of academic honesty and applies them to the specific concerns of graduate students and graduate course work, which often involves a collaborative element: [http://www.usc.edu/student-affairs/student-conduct/grad\\_ai.htm](http://www.usc.edu/student-affairs/student-conduct/grad_ai.htm)

"2013-2014 SCampus" (the student handbook) contains the university's Student Conduct Code and other student-related policies. <http://scampus.usc.edu/>

The USC Code of Ethics: [https://about.usc.edu/files/2011/07/USC\\_Code\\_of\\_Ethics\\_2004.pdf](https://about.usc.edu/files/2011/07/USC_Code_of_Ethics_2004.pdf)

## **VI. Other University Notices and Policies**

**Use of E-mail for Official Correspondence to Students** – All students should become familiar with the University's official e-mail student notification policy. It is the student's responsibility to keep the University informed as to changes in his or her e-mail address. Students are expected to check e-mail on a frequent and regular basis in order to stay current with University-related communications, recognizing that certain communications may be time-critical. It is recommended that e-mail be checked daily, but at a minimum, twice per week. I will often send out materials via blackboard's email tool, which will go to your USC e-mail account.

**Late & Unfinished Work** – Students must complete all assignments in order to earn a grade in the course. Any material turned in late will be reduced one letter grade per calendar day late. Class presentations must be given on the day assigned. No makeup sessions will be available.

**Final Exam** – There is no Final Exam, but we will have our final class during the scheduled time, which is December 12, from 7:00-9:00 PM. Do not plan to leave campus before this date.

**Grievance Procedure** - Occasionally, students are dissatisfied with some dimension of a course. In such cases, students should first provide a written argument in support of their position to the instructor and request a meeting with the instructor. All grade appeals on specific assignments must be made within one week of the return of the assignment.

**Special Assistance** - Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure that the letter is delivered as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m. - 5:00 p.m., Monday through Friday and can be reached at (213) 740-0776.