**COMMUN 335: Critical Analysis of Communication**

Dr. John Jordan  
email: jjordan@uwm.edu  
Office: 235 Johnston Hall, x5177  
email is preferred means of contact

**Required Texts**
- All required readings and lecture materials will be available as downloads from the course Canvas site.
- *There are no textbooks to purchase for this class.*

**Course Description**
This course is an introduction to the methods of critical analysis of communication, and is designed to enhance your ability to function as an effective critic and consumer of public discourse. The aim of the course is to provide you with tools for moving from your first encounter with a communicative text to producing an informed and clear critique of that text. Specifically, we will focus on understanding the textual elements of rhetor, situation, and audience, and the strategies and obstacles that emerge from them. Case studies of significant rhetorical acts will be used to make course concepts tangible. You will develop an understanding of the nature and function of rhetorical communication in various outlets as a pragmatic tool used to communicate ideas, persuade audiences, and influence communal values. The final project in the class will require you to demonstrate your own critical thinking and research skills.

This course fulfills the OWC-B GER requirement, and OWC-A is required as a prerequisite.

**Course Requirements**
- Reading Quizzes: 65 points (13 @ 5 pts. each)
- Short paper: 25 points
- Two critical analysis papers: 100 points each

**Grading Scale**

<table>
<thead>
<tr>
<th>Total points possible – 290</th>
</tr>
</thead>
<tbody>
<tr>
<td>290-270 = A</td>
</tr>
<tr>
<td>269-261 = A-</td>
</tr>
</tbody>
</table>

A complete syllabus will be distributed to all enrolled students no later than the first day of class.