

Academic Year: (2022 / 2023)

Review date: 20-06-2022

Department assigned to the subject: Humanities: Philosophy, Language, Literature Theory Department

Coordinating teacher: GARCIA PEREZ, RAFAEL

Type: Electives ECTS Credits : 6.0

Year : 1 Semester : 1

OBJECTIVES

At the end of the course participants will be able to

- Understand the tradition of Rhetorical studies from ancient Greeks to today.
- Know the relationship between Ethics and Rhetoric.
- Acquire advanced rhetorical skills in Spanish language
- Acquire knowledge of the theory of argumentation
- Critically evaluate the contemporary rhetorical discourses and understand how media constructs reality.

DESCRIPTION OF CONTENTS: PROGRAMME

In the current society of information and communication, Rhetoric as a powerful instrument of persuasive speech has become of special interest again in the varied areas of our social, artistic and scientific activities, such as politics, literature, publicity or audio-visual communication. In fact, in the last decades, Rhetoric has experienced a remarkable development, especially since the irruption of the so called New Rhetoric, which intends to offer a system for text analysis capable of reaching out from the ¿purely literary¿.

This course presents a study of both the constitution of Rhetoric from a linguistic perspective and the theories of argumentation.

It will cover the forms of messages and utterances (from the most rhetorical to the apparently neutral ones), the ways of construction of common meanings and the influence of discourse figures in order to define the different procedures of the argument methods.

1. Reinterpreting classical Rhetoric
2. Rhetoric and Pragmatics
3. Critical discourse studies. Discourse and society
4. Rhetoric of humor
5. Rhetoric and Grammar

LEARNING ACTIVITIES AND METHODOLOGY

- Discussion on assigned readings (relevant texts on the course topics)
- Presentation of the general contents of the course by the professor, of the assigned texts and the students' debates.
- Presentation of daily problems in which students would be able to apply the knowledge, skills and abilities acquired though the course.

ASSESSMENT SYSTEM

Continuous assessment (assignments, practicals, participation, etc.): 40%

Term paper: 60%

% end-of-term-examination: 60

% of continuous assessment (assignments, laboratory, practicals...): 40

BASIC BIBLIOGRAPHY

- Albaladejo, Tomás(1989): Retórica,, Madrid: Síntesis..

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- Bosque, Ignacio y Violeta Demonte (dirs.) (1999): Gramática descriptiva de la lengua española., Madrid: Espasa-Calpe..
- Bybee, J. y S. Fleischman (eds.)(1995): Modality in Grammar and Discourse., Ámsterdam/Filadelfia: John Benjamins..
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- Havelock, E. (1983): The Muse Learns to Write., New Haven, Conn..
- Lambrecht, K. (1998): Information structure and sentence form: topic, focus and the mental representations of discourse referents., Cambridge: Cambridge University Press..
- Lausberg, Heinrich (1984 [1966-68]): Manual de retórica literaria., Madrid: Gredos, 3 vols..
- López Eire, A.(1998): La Retórica en la publicidad., Arco/Libros, Madrid..
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- Van Dijk, T. A. (comp.)(2000): El discurso como estructura y proceso., Barcelona: Gedisa..

ADDITIONAL BIBLIOGRAPHY

- Aristóteles (1995): Retórica. 1ª edición, 4ª impresión., Madrid: Editorial Gredos..
- Austin, J. L. (1990): Cómo hacer cosas con palabras., Barcelona: Paidós..
- Azaustre Galiana, Antonio y Casas Rigall, Juan (1994): Introducción al análisis retórico: tropos, figuras y sintaxis del estilo., Santiago de Compostela: Universidad de Santiago de Compostela - Lalia..
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- Fillmore, C. (1985): ¿Frames and the semantics of understanding¿., Quaderni di Semantica, 6,2, 222-254..
- Garrido, Joaquín (1997): Estilo y texto en la lengua., Madrid: Gredos..
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- Greimas, A. J. y J. Fontanille (2002): Semiótica de las pasiones., Buenos Aires: Siglo XXI..
- Havelock, E. (1982): The Literate Revolution in Greece and Its Cultural Consequences., Princeton University Press, Princeton, N. J..
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