



KIIS Greece Winter Program, Winter 2023-24

ENG 290 / POP 399 Topics: Instagramming Plato

Instructor: Dr. Jeff Rice

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Instructor's office hours: on site and by appointment

Syllabus subject to change

1. Course Description:

One of the canonical movements in the *Phaedrus* is when Phaedrus urges Socrates to leave the city, his place of comfort, in order to hear about a speech. Is this the first moment where one leaves the familiar for the unfamiliar in order to engage with (what was then) new media? The Greeks' new media was orality: delivering speeches. Today, we have Facebook, Twitter, Tik Tok, and Instagram as social media options for expression. In this class, we'll use one of these platforms, Instagram, in a way the Greeks used orality - to create and share ideas.

For our brief stay in Greece, we will read Plato and other rhetorical theorists as a model for our own writings and our own usage of social media. What types of rhetorical expression can we draw upon in order to create some form of writing about Greece? How can we visualize the places we visit and the ideas we encounter in ways that appeal to a given audience? Greece, the birthplace of rhetoric, offers us a unique opportunity to explore rhetoric in a modern, digital space where the personal, a new experience, and the visual intersect.

In this course, we'll read Plato and other rhetorical texts in order to think through our own brief experience in Greece. This work will allow us to compose a unique piece of writing reflective of what we have encountered but that also uses Instagram as a writing and note taking device.

2. Overall KIIS Program Student Learning Outcomes:

KIIS Study Abroad Mission Statement:

KIIS provides high-quality education abroad programs for students from all diverse backgrounds that promote deep international learning, are integrated into the curriculum, and encourage critical and creative thinking. Our goal is to help students understand the wider world and develop personal and professional skills for lifelong enrichment. We strive to go beyond generalizations and cultural stereotypes to help foster a nuanced appreciation of the world in which we live.

Students participating on KIIS study abroad programs aim to:

- 1) Understand contemporary issues of their host country/countries (i.e. KIIS program location).
- 2) Develop skills to interact comfortably in a global setting.
- 3) Understand other cultures.

Prior to your KIIS study abroad program, and again at the conclusion of your program, KIIS will ask each student to a) answer a few multiple-choice questions, and b) write a short reflective essay (two paragraphs in length) related to the elements detailed above. There is no right or wrong answer, and your responses will not affect your grade in any way. The purpose of the exercise is to help KIIS measure the effectiveness of its study abroad programs.

3. Course Objectives and Specific Learning Outcomes:

Our course goals:

1. Learn about rhetoric and its application to specific circumstances and issues (such as an eleven day stay learning in another country)
2. Learn how to apply rhetorical principles and concepts to your own writing
3. Learn to work with written, digital, and visual communication tools

4. Major Topics covered in the Course:

Using rhetorical and theoretical ideas learned from the readings, students will construct a visual and textual *Plato's Guide To...* on one of the following topics below (unless you have another idea I haven't thought about...just tell me). The travel guide is a form of professional writing. It directs visitors to sites and experiences and is often very visual (the image as a form of persuasion and appeal). But what if our travel guides were inspired by Plato and rhetorical theory? We will extend the guide's rhetorical features by working with specific rhetorical concepts: *topoi*, exigence, affect, visual rhetoric, enthymemes, and rhetorical situation. And you will actively use Instagram to document and record your ideas, thoughts, and expression. Your guide will cover one of these options:

1. food
2. architecture
3. transportation
4. people

To do this assignment, you will:

1. Identify 3 key ideas in the readings that will guide your writing
2. Take many pictures of your area of choice
3. Construct a tourist guide based on your choice using your photographs and the ideas we discuss
4. Put your writing and images online on Medium.com

5. Fulfillment of General Education Requirement:

This course satisfies WRD 210: Social Media at the University of Kentucky. WRD 210 fulfills the University of Kentucky's Humanities Core Requirement.

6. Required Readings and Materials:

Phone to take pictures and an Instagram account.

Readings (essays will be available as pdfs....the *Phaedrus* needs to be purchased ahead of the trip)

Phaedrus – Plato

“Plato’s Pharmacy” – Jacques Derrida

“Rhetorical Situation” – Lloyd Bitzer

“The Body of Persuasion – A Theory of the Enthymeme” – Jeffrey Walker

“The Rhetoric of the Image” – Roland Barthes

“Aristotle on Epideictic: The Formation of Public Morality” – Gerald Hauser

7. Graded Assignments:

Assignments

Project exigence (50 pts)

Students will write a one page exigence (rationale) for the project they want to do. Why this idea? What motivates you? What is your overall interest? What would you like to achieve? What do you want to learn? Who do you want to appeal to (audience)?

Digital image portfolio as notes (50 pts).

Students will take at least 20 photographs a day (more is better) as if they were notes. Your photographs reflect the topic you have chosen to write about. They will be posted to an Instagram account (you can make a new one separate from a personal one) with commentary, thoughts, and location tagging. In the end, you likely won’t use all the images in the final writing, but the images will give you ideas for the writing as well.

Guide To with images (100 pts)

Students will create a final project based on the work done in the first two assignments that uses 3 key ideas from the readings to create a guide to something in Greece. This, though, should not be a standard “go here” or “do this” kind of guide. It should be one that bases its structure, content, and approach on what we have read. We read to learn new ideas and to borrow ideas for our own work.

A 150-200 pts

B 100-149 pts

C 95-99 pts

D 90-94 pts

E – under 90 pts

8. Attendance Policy:

KIIS program participants are expected to be punctual to and in attendance at all classes, presentations, meetings and required excursions, and to remain with the program for the full academic period. Unexcused absences from classes and/or mandatory meetings will result in a lowering of the student's final grade, as will excessive tardiness. Multiple unexcused

absences could result in expulsion from the program. Any absence from an academic class session must be excused for medical reasons.

9. Disability Accommodation:

KIIS will make every reasonable effort to provide accommodations for program participants with special needs or disabilities, but we cannot guarantee that we will be able to do so. Be aware that many foreign countries do not have comprehensive legislation comparable to the Americans with Disabilities Act (ADA). As a result, businesses and other establishments operating in foreign countries may not be able to provide accommodations.

If you have a disability accommodation need, we recommend you contact your KIIS Campus Representative, <https://www.kiis.org/about-kiis/contact-us/campus-representatives/> early in your program selection process so that s/he has time to discuss any specific needs, including which KIIS programs may be best suited. You also are welcome to contact KIIS Assistant Director, Maria Canning, maria.canning@wku.edu, to discuss your disability accommodation needs (e.g. housing, transportation, excursions, class schedule, etc.).

Immediately after acceptance, notify KIIS Admissions and Enrollment Specialist, Haley McTaggart, haley.mctaggart@wku.edu, if you have a special need or disability that might require any form of accommodation abroad. Failure to notify KIIS may prevent you from participating on your KIIS program.

If you require any accommodations abroad, you must provide KIIS Admissions and Enrollment Specialist, Haley McTaggart, an accommodation letter from your home campus' disability accommodation office that lists the accommodations you are eligible to receive. Please do not request accommodations directly from your KIIS Program Director or other KIIS Faculty; the KIIS Office will notify your KIIS Program Director and/or Faculty after we have received your above accommodation letter.

In some cases, you may need to make arrangements for a caregiver to join you on your KIIS program, should your physician, campus disability accommodation office, or KIIS make such a recommendation or require it.

10. Title IX / Discrimination & Harassment:

Recent attention to gender discrimination and sexual harassment at colleges and universities reminds us of the importance of adhering to standards of ethical and professional behavior. KIIS Study Abroad is committed to supporting and encouraging safe and equitable educational environments for our students, faculty, and program directors. Students, faculty, and program directors are required to be civil and treat each other with dignity and respect. As such, harassment and/or discrimination of any kind will not be permitted or tolerated.

Sexual misconduct (sexual harassment, sexual assault, and sexual/dating/domestic violence) and sex discrimination are violations of KIIS policies. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to a) KIIS Assistant Director, Maria Canning (+1-859-200-1000) or KIIS Executive Director, John Dizgun (+1-270-227-2288), b) WKU's Title IX Coordinator, Ena Demir (270-745-6867 / ena.demir@wku.edu) or WKU's Title IX Investigators, Michael Crowe (270-745-5429 / michael.crowe@wku.edu) or Joshua Hayes (270-745-5121 / joshua.hayes@wku.edu). Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a KIIS program director and/or faculty member, KIIS

program directors and faculty are considered "Responsible Employees" of Western Kentucky University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator.

If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center, <https://www.wku.edu/heretohelp/> at 270-745-3159.

For more information on KIIS Title IX, see <https://www.kiis.org/students/health-safety/title-ix-clery/>; additional Title IX resources can be found here <https://www.wku.edu/eeo/titleixbrochure2020.pdf>.

Everyone should be able to participate on a KIIS program, attend a KIIS event, or work in a KIIS environment (e.g. KIIS office) without fear of sexual harassment or discrimination of any kind. Be respectful of each other.