

SPE 390R RHETORIC AND IDEOLOGY
Spring 2007 • Thursdays 3:30-5:30 • CMA 5.156
Professor Dana Cloud • CMA 7.220 • 471-1947
dcloud@mail.utexas.edu • Office Hours: Tuesdays 2:30-5 p.m.

Course Description: This course will explore Marxist contributions to rhetorical theory and criticism, with particular emphasis on a survey of the concepts of ideology and hegemony. We will contrast rhetorical notions of human discursive agency with classical, structuralist, and poststructuralist Marxist and Marxist-influenced discourse theories. We will also discuss what the concept of ideology, as a mode of rhetorical influence, contributes to rhetorical theory and criticism.

Course Requirements:

- two short (5-7 pp.) essays exploring the intersection of ideology and rhetoric based on assigned readings (15% each)
- one final seminar paper (25 pp.) performing a rhetorical criticism of some ideological artifact(s) (40%)
- one in-class report with one-page handout *concisely* covering an assigned reading and providing textual examples (20%)
- regular preparation and contribution to readings-based contributions to class discussion (10%)

Texts (available at the Co-Op; also online):

- (NEW) Artz, Lee, Steve Macek, and Dana Cloud, Eds. *Marxism and Communication Studies: The Point Is To Change It* (New York: Peter Lang, 2006).
- Aune, James. *Rhetoric and Marxism* (Boulder, CO: Westview, 1994).
- Butler, Judith. *Undoing Gender* (New York: Routledge, 2004).
- Eagleton, Terry. *Ideology: An Introduction* (London: Verso, 1999).
- Eagleton, Terry. *After Theory* (New York: Basic Books, 2003).
- Gramsci, Antonio. *Selections from the Prison Notebooks* (NY: International Publishers, 1987).
- (Optional) Jameson, Fredric. *The Cultural Turn: Selected Writings on the Postmodern* (London: Verso. ISBN 1859841821)
- Laclau, Ernesto and Chantal Mouffe. *Hegemony and Socialist Strategy* (2nd edition) (London: Verso, 2001).
- Laclau, Ernesto. *On Populist Reason* (London: Verso, 2005).
- (Optional) Thompson, John B. *Ideology and Modern Culture* (Stanford UP, 1990).
- Trotsky, Leon. *Literature and Revolution* (London: RedWords, 1991).
- Tucker, Robert. *The Marx-Engels Reader* (NY: Norton, 1978).
- Zizek, Slavoj, *Interrogating the Real* (New York: Continuum 2006).
- (NEW) Zizek, Slavoj, *Sublime Object of Ideology* (London: Verso, 1989).
- Readings Packet (at Jenn's at 26th and Guadalupe on disk and paper; on Blackboard)

January 18: Structure and Agency: Two
Introductory Stories about
Rhetoric and Ideology

Aune, Introduction

January 25: Classical Ideology Critique:
Dialectics

Hegel on Lordship and Bondage,
Introduction to the Shorter Logic, and
excerpt from Hegel for Beginners, all at
<http://www.marxists.org/reference/archive/hegel/index.htm>;
Marx, Critique of Hegel's Dialectic at
<http://www.marxists.org/archive/marx/works/1844/manuscripts/hegel.htm>
and Engels on Hegel from Socialism:
Utopian and Scientific, at
<http://www.marxists.org/archive/marx/works/1880/soc-utop/ch02.htm>
Rees in packet
Artz, Cloud, and Kumar from *Marxism
and Communication Studies*

February 1: Classical Ideology Critique:
Materialism and Ideology

Marx, The German Ideology, Eighteenth
Brumaire of Louis Napoleon
Engels, Socialism: Utopian and Scientific
in Tucker or online;
study guide and links at
<http://www.marxists.org/archive/marx/works/subject/hist-mat/index.htm>
Eagleton, Ideology, Ch's 1 and 2
Aune Ch. 1

February 8: Classical Ideology Critique:
History and Cultural Change

Trotsky, *Literature and Revolution*
Aune Ch. 2
Eagleton 3

February 15: The Frankfurt School and
Western Marxism

Paper 1 Due

Aune Ch. 3
Eagleton, Ch. 5
Adorno & Horkheimer, "Dialectic of
Enlightenment" in packet
Jameson, "Reification" in packet

February 22: Hegemony Theory and
British Cultural Studies

Gramsci, intro and 3-23 3-122, 44-122
206-276
Williams in packet
Hall, "Gramsci's Relevance," in packet
Aune Ch. 4
Eagleton, Ch. 4

March 1: Althusserian Structuralism

Althusser, "Ideology and Ideological
State Apparatuses," and "On
Contradiction and Overdetermination,"
in packet
Sue Clegg, "Remains of Louis
Althusser," in packet

March 8: Ideologies of Gender and Sex

Michele Barrett, "Women's Oppression
Today," in packet
Butler, Introduction, Ch's 2, 10
John Sloop, from *Disciplining Gender*, in
packet

March 15: Spring Break

March 22: Race and Racism as
Ideological Constructs

Hall, "Whites of their Eyes," in packet
Cloud on Oprah, in packet
Other reading t.b.a.; Guillaumin?

March 29: Gender, Race, Nationalism
Paper 2 due

Cloud on Afghan Women, in packet
reading on nationalism t.b.a.
likely Nira Yuval-Davis