

Rhetoric, the Public, and Community

**SPE 390R • Fall 2006 • Professor Dana Cloud
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Class meeting times: Weds. 3-6, CMA 3.128
Office Hours: Thursdays 9-12 and by appointment**

The objective of this course is to wrestle with the problem of the quality of public life in late capitalism. We will define the public as an ideal and as a set of practices, distinguishing between the ideals of “public-ness” and “community” (also “audience,” “spectators,” “mass,” “identity enclaves” and “consumers”), understand structural factors (including economic and state power) at work in the transformation of the modern public sphere and erosion of community life, discuss the roles of rhetoric and rhetorical criticism in the production and maintenance of communities and publics, and discuss the formation and activities of counterpublics (a.k.a. social movements?).

REQUIRED TEXTS (available at the Co-Op and at Monkeywrench Books, 110 E. North Loop):

Robert Asen and Daniel Brouwer, Eds. *Counterpublics and the State*. SUNY Press, 2001.

Black Public Sphere Collective. *The Black Public Sphere*. University of Chicago, 1995.

Calhoun, Craig. *Habermas and the Public Sphere*. Cambridge, MA: MIT Press, 1989.

Fraser, Nancy. *Justice Interruptus*. Routledge, 1996. (OPTIONAL)

Habermas, Jurgen, *Structural Transformation of the Public Sphere*. Trans. Thomas Burger. Cambridge, MA: MIT Press, 1989.

Phillips, Kendall, *Framing Public Memory* (Tuscaloosa: University of Alabama Press, 2004).

Warner, Michael, *Publics and Counterpublics* (New York: Zone Books, 2002).

There is also a packet of additional photocopied readings available at Jenn’s copies (at Dean Keeton and Guadalupe).

Assignments and Grading:

- Preparation of readings and participation in discussion: 10% of final grade

- Two short (5-7 pages each) papers dealing critically with course readings. For Paper 1, answer question(s) from 1-21 below; for Paper 2, answer question(s) from 22-38. Papers should feature clear, thesis-governed writing; claims should be supported with citations from readings and with examples. 20% of final grade each. Due October 4 and Nov. 8.

- One book review report (15 minutes, with handout), which
 - summarizes a major book in public sphere studies;
 - summarizes reviews and criticisms of the book on basis of published reviews and controversy; and
 - expresses your assessment of the book and the controversies it raises.10% of final grade

- One final seminar paper (20-25 pages) exploring a well formulated, focused question about rhetoric and the public sphere. Papers may examine a case study of public, counter-public, or community-oriented discourse, or may use examples to answer a theoretical question. Papers should feature clear, thesis-governed writing. Arguments should have ample support from relevant literatures, course readings, examples, and analysis of texts. 40% of final grade

Final Papers Due Friday, Dec. 15, by 5 p.m.

Schedule of Topics and Readings for Discussion ***=course packet**

Week 1: August 30	Course Introduction	
Week 2: September 6	What is a Public?	*Arendt Habermas 1-140
Week 3: September 13	What is a Public, cont.	*Dewey Calhoun, intro, 3, 4, 8 *Goodnight & Hingstman
Week 4: September 20	What Happened to the Public?	Habermas 141-end Calhoun 3, 6, 10, 12 *Boggs
Week 5: September 27	Media, Image, and the Public	*McChesney, Calhoun 14, 15, 16 *DeLuca & Peeples *Finnegan
Week 6: October 4 Paper 1 due	Public, Publicity, Public Opinion Politics and the Public Sphere	*Dahlberg *Peters, *Glasser & Salmon *Eliasoph, *Liebes
Week 7: October 11	Nationalism and Public Memory	Phillips, *Biesecker *Hariman & Lucaites
Week 8: October 18	Publics & Counterpublics & Social Movements	Warner, Calhoun 5 *Habermas NSM Asen and Brouwer selections
Week 9: October 25	Extending Habermas: Gendering & Sexing Publics	*Landes, *Young Calhoun 11 *Fabj & Sobnosky Berlant & Warner (in Warner) *Clarke
Week 10: Nov. 1	Extending Habermas: Black Public Sphere	BPS Collective
Week 11: Nov. 8 Paper 2 due	Extending Habermas: Working Class Publics	*Negt & Kluge *Hill & Montag selections

Week 12: November 15: No class--NCA

Week 13: November 22—No class—Thanksgiving Holiday

Week 14: November 29 Rhetoric and the Public Sphere *Hauser & Blair,
Ono & Sloop *Eberly, Cal 6

Week 15: December 6: Course Wrap; Critics in the Public Sphere
*Brouwer & Squires, *Rosen

Final Paper due December 15 by 5 p.m. via email.

Suggested books for book review reports (in no particular order):

Gerard Hauser, *Vernacular Voices*
Rosa Eberly, *Citizen Critics*
Carl Boggs, *The End of Politics*
Jurgen Habermas, *Between Facts and Norms*
Kevin DeLuca, *Image Politics*
Dana Cloud, *Control and Consolation in American Culture and Politics: Rhetorics of Therapy*
Jurgen Habermas, *Inclusion of the Other*
John Roberts and Nick Crossley, *After Habermas*
Richard Sennett, *The Fall of Public Man*
Hannah Arendt, *Human Condition*
John Durham Peters, *Speaking Into the Air*
Joan Landes, *Women in the Public Sphere in the Age of the French Revolution*
Joan Landes, *Feminism, the Public, and the Private*
Rita Felski, *Beyond Feminist Aesthetics*
Mike Hill and Warren Montag, *Masses, Classes, and the Public Sphere*
Robert Cox, *Environmental Communication and the Public Sphere*
Eric Clarke, *Virtuous Vice: Homoeroticism and the Public Sphere*
Myra Max Ferree, *Shaping Abortion Discourse*
John Michael Roberts, *The Aesthetics of Free Speech*
Carl Boggs, *The End of Politics*
John Guidry, et al., *Globalizations and Social Movements*
Bruce Robbins, *Phantom Public Sphere*
Oskar Negt and Alexander Kluge, *Public Sphere and Experience*
David Allen, *Democracy, Inc.*
Michael Schudson, *The Good Citizen*
Robert Bellah et al., *Habits of the Heart* and *The Good Society*
Nancy Cott, *Public Vows: Gay Marriage and the Nation*
Martha Norkunas, *Politics of Public Memory*
Toby Miller, *The Well-Tempered Self*
Ernesto Laclau, *On Populist Reason*
W.J.T. Mitchell, *Art and the Public Sphere*
Jim McGuigan, *Culture and the Public Sphere*
Iris Marion Young, *Inclusion and Democracy*
Ronald Jacobs et al., *Race, Media, and the Crisis of Civil Society*
Elizabeth Frazer and Nicola Lacey, *The Politics of Community*—and more . . .

Course Packet Table of Contents:

1. Arendt, Hannah, from *The Human Condition*. Chicago: University of Chicago, 1958. 1-78.
2. Dewey, John, from *The Public and Its Problems*. Swallow Press, 1954. 3-35, 110-185.
3. Goodnight, G. Thomas and David B. Hingstman, "Studies in the Public Sphere," *Quarterly Journal of Speech* 83 (1997): 351-399.
4. Boggs, Carl. *The End of Politics*. New York: Guilford, 2000. 1-40, 67-122.
5. McChesney, Robert. Excerpt from *Rich Media, Poor Democracy*. New York: New Press, 2000.
6. DeLuca, Kevin and Jennifer Peeples, "From Public Sphere to Public Screen: Democracy, Activism, and the 'Violence' of Seattle," *Critical Studies in Media Communication*: 19 (2002): 125-151.
7. Finnegan, Cara A. and Jiyeon Kang, "'Sighting' the Public: Iconoclasm and Public Sphere Theory," *Quarterly Journal of Speech* 90 (2004): 377-402.
8. Dahlberg, Lincoln. "The Internet and Democratic Discourse." *Information, Communication, and Society*, 4 (2001): 614-633.
9. Glasser, Theodore and Charles Salmon, "The Politics of Polling and the Limits of Consent," in Glasser and Salmon, 437-458.
10. Eliasoph, Nina. "Where Can Americans Talk Politics?" *Communication Review* 4 (2000): 65-95.
11. Liebes, Tamar. "What's bothering Eliasoph?" *Communication Review* 4 (2000): 95-104.
12. Hariman, Robert, and John Louis Lucaites, "Public Identity and Collective Memory in U.S. Iconic Photography: The Image of 'Accidental Napalm'", *Critical Studies in Media Communication* 20 (2003): 35-66.
13. Habermas, Jürgen. "New Social Movements." *Telos* 49 (1981): 33-37.
14. Landes, Joan B. , "The Public and the Private Sphere: A Feminist Reconsideration," *Feminism, the Public, and the Private* (Oxford: Oxford University Press, 1998), 35-163.
15. Fabj, Valeria and Matthew Sobnosky. "AIDS Activism and the Rejuvenation of the Public Sphere." *Argumentation and Advocacy* 31 (1995): 163-185. [text printed from computer]
16. Clarke, Eric O. excerpts from *Virtuous Vice: Homoeroticism and the Public Sphere*. Durham: Duke UP, 2000. 1-67, 169-172.
17. Negt, Oskar and Alexander Kluge, *Public Sphere and Experience* (Minneapolis: University of Minnesota, 1993), 1-95.
18. Aronowitz, Stanley, "Unions as Counter-Public Spheres," in Mike Hill and Warren Montag, Eds., *Masses, Classes, and the Public Sphere* (London: Verso, 2000), 83-104.
19. Montag, Warren, "The Pressure of the Street: Habermas's Fear of the Masses," in Hill and Montag, 132-145.
20. Olson, Kathryn M. and G. Thomas Goodnight, "Entanglements of Consumption, Cruelty, Privacy, and Fashion: The Social Controversy Over Fur," *Quarterly Journal of Speech* 880 (1994): 249-276.
21. Hauser, Gerard and Carole Blair. "Rhetorical Antecedents to the Public." *Pre/Text* 3 (1982): 139-167.
22. Phillips, Kendall R. "The Spaces of Public Dissension: Reconsidering the Public Sphere." *Communication Monographs* 63 (1996): 231-248.
23. Goodnight, G. Thomas and Gerard A. Hauser. "Responses to Phillips." *Communication Monographs* 64 (1997): 270-279
24. Phillips, Kendall R. "A Rhetoric of Controversy," *Western Journal of Communication* 63 (1999): 488-510.
25. Goodnight, G. Thomas, "Messrs. Dinkins, Rangel and Savage . . .," *Western Journal of Communication* 63 (1999): 511-525.

26. Ono, Kent A. and John M. Sloop, "Critical Rhetorics of Controversy," *Western Journal of Communication* 63 (1999): 526-538.
27. Cloud, Dana L., "Which Voices: Whose Democracy?" *Argumentation and Advocacy* 37 (2001): 210 f. (Electronic)
28. Hogan, J. Michael, "Theory in the Ironic Mode: A Review of Hauser's *Vernacular Voices*," *Argumentation and Advocacy* 37 (2001): 212-217.
29. Hauser, Gerard A. "On Reading and Misreading the Rhetoric of Publics and Public Spheres," *Argumentation and Advocacy* 37 (2001): 217-220.
30. Brouwer, Daniel C. and Catherine R. Squires, "Public Intellectuals, Public Life, and the University," *Argumentation and Advocacy* 39 (2003): 201-213.
31. Rosen, Jay. "Making Things More Public," *Critical Studies in Mass Communication* 11 (1994): 363-388.

Book review presentation schedule

This will be the order of presentations beginning the fourth week of class (September 20). We will try to fit two, 15-minute reports in each class period, but this is not guaranteed. Prepare for your scheduled day, but be flexible.

Sept. 20:	October 18:
1.	1.
2.	2.
Sept. 27:	October 25:
1.	1.
2.	2.
October 4:	Nov. 1:
1.	1.
2.	2.
October 11:	Nov. 8:
1.	1.
2.	2.