Instructor info (in brief)
Primary email: sean.zdenek@ttu.edu
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Webcam: My webcam is now open through Yahoo IM
Virtual office hours: Thursdays 4-6 p.m. on Yahoo IM

Course business
- Please post your MOO Appetizers to WebCT (under “MOO Appetizers”)
- Did anyone have trouble viewing the video I made?
- Other items of course business?

Homework
- Read Kuypers Ch. 6, Bazerman Ch. 11, and Benson Ch. 11
- Post response on WebCT

Roundtable on Burke
- Roundtable leader: Pam

Docs from “Chappaquiddick incident”
- Some docs I’ve collected on Kennedy’s “Chappaquiddick incident”: http://www.faculty.english.ttu.edu/zdenek/courses/5362/summer05/chappaquiddick-docs.pdf
- Browse and note Kennedy’s statement to police as well as some important topographical landmarks in the case
  o What happened? Kennedy allegedly made a wrong turn – he went right instead of left. Left would have taken him to the ferry landing (and back to Martha’s Vineyard). Right took him down a dirt road and towards the dike bridge. A local police officer (Officer Look on p. 9 of the slides) reports seeing Kennedy’s car from the main road just as it sped off down the dirt road. Some have speculated that Kennedy sped away from the police officer because he didn’t want to be stopped for drinking and driving. It’s
an understatement that the case has generated much speculation and not a few conspiracy theories.

Applying the pentad

http://www.faculty.english.ttu.edu/zdenek/courses/5362/summer05/pentadexamples.pdf

- “Cop Accidentally Shoots Boy at Son’s School”
  - Agent: Cop…. (fill in the rest)
  - Which pentadic term is dominant?
- “Gayheart Settles Wrongful Death Suit”
  - Jaywalking boy or reckless driver at fault?

Readings on Burke

- MOO Appetizer: One question this week for everyone: Choose a passage from the readings this week on Burke that illuminates your thinking and/or your artifact. Be prepared to ask us to look collectively at a page number from the readings.
- Some passages and questions worth noting:
  - Foss, Foss & Trapp, “Kenneth Burke”
    - Burkean methods as guides: pentad, strategies of redemption, types of form, and identification (to name a few – see p. 203). Each could be a starting place for your own rhetorical critique. Where would you start?
  - Kuypers Ch. 9 (on Burke)
    - Drama everywhere (p. 165) – how do you see this playing out around you (in the media, in your artifact, etc.)?
    - Secular things infused with divinity, with basic religious forms (p. 172)
    - Participating in the form itself – yielding to it (pp. 175, 180)
    - Example of identification between Kennedy and audience (p. 178)
  - Ling, “A pentadic analysis of Chappaquiddick”
    - A classic pentadic analysis – demonstrates how a rhetor can deflect attention from himself/herself and place it on another element in the pentad (in this case, “scene”)
    - Pentadic analysis: seems to be useful in situations where someone did something wrong and needs to absolve himself of blame
    - Challenge (as Foss, Foss & Trapp imply, pl 184): choosing the right pentad from any number of possibilities
  - Burke, “The rhetoric of Hitler’s battle” (Benson p. 33)
    - “What are we to learn from Hitler’s book” (p. 48)
    - Materialization of a religious pattern (recurring big claim), power of endless repetition
The cool down

- What’s the most important thing you take away from the readings and discussion this week? What stands out for you?
- How applicable are Burke’s ideas to an analysis of your artifact?
- What did you want to talk about that we didn’t?
- Next week: Genre criticism