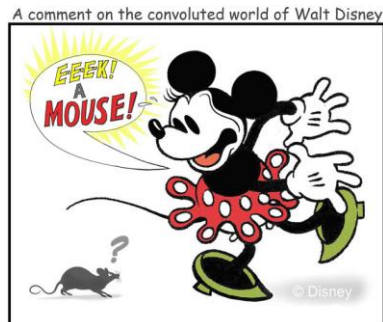


ENG 4135 Fall 2013
The Rhetoric of Disney GL 132
Th 11:00 am-1:45pm



B. Weitz
weitzb@fiu.edu
DM 468B

305 348-3294
Office Hours: T 12:30-2:00pm/Th 2:15-3:15pm
<http://faculty.fiu.edu/~weitzb/>



Turnitin.com registration: class ID: 6776601 Password: snowwhite

Required texts: Pinsky, Mark. *The Gospel According to Disney*.
Ward, Annalee R. *Mouse Morality: The Rhetoric of Disney Animated Film*.

“As early as 1935, the sun never set on Mickey Mouse. In Japan he performed as Miki Kuchi, in France he was Michel Souris, in Spain he was Miguel Ratocinto, in Italy he was Topolino.”
---Wallace, 1947

“Movies can and do have tremendous influence in shaping young lives in the realm of entertainment towards the ideals and objectives of normal adulthood.”
---Walt Disney

rhet-o-ric [ret-er-ik]

—noun

the art or science of all specialized literary uses of language in prose or verse, including the figures of speech; the study of the effective use of language; the art of making persuasive speeches; oratory; (in classical oratory) the art of influencing the thought and conduct of an audience.

Origin:

1300–50; < L rhētorica < Gk rhētorikḗ (téchnē) rhetorical (art); r. ME rethorik < ML rēthorica, L rhētorica, as above

America the Ignorant? Supreme Court vs. Seven Dwarfs



It's hard to imagine what inspired the pollsters at Zogby to ask the question, but the answer is striking: in a 2006 poll, more than three quarters of Americans could name at least two of the seven dwarfs, while not quite a quarter could name two members of the Supreme Court. Our response is a split decision, if you will: on the one hand, Disney is as much a symbol of America as the high court, and those dwarfs are adorable. On the other hand, it should be easy to name only two out of a pool of nine options. Objection sustained!

IN CLASS

ASSIGNMENT

Aug 29	NO CLASS	Read: Pinsky, <i>The Gospel</i> pp ix-xvii, 1-12, 121-137; Handouts (sent as attachments to emails)
Sept 5	Discussion	Read: Pinsky pp.15-21;Part Three (pp 227-267); Handouts
Sep 12	Discussion	Read Ward, <i>Mouse Morality</i> Ch 1; Handouts
Sept 26	<i>Waking Sleeping Beauty</i> / Discussion	Read Pinsky pp. 22-27; Handouts
Oct 3	Discussion	Read Ward Ch 7; Handouts
Oct 10	<i>The Lion King</i> /Minute Paper*	Write Reaction*, Ward Ch 2; Pinsky pp. 154-159
Oct 17	<i>Pochahontas</i> /Minute Paper*	Write Reaction*, Ward Ch 3; Pinsky pp. 160-166
Oct 24	<i>The Hunchback of Notre Dame</i> /Minute Paper*	Write Reaction*; Ward Ch 4; Pinsky pp. 167-174
Oct 31	<i>Hercules</i> /Minute Paper*	Write Reaction* Ward Ch 5; Pinsky pp.174-178
Nov 7	<i>Mulan</i> /Minute Paper*	Write Reaction* Ward Ch 6; Pinsky pp.179-184
Nov 14	Group Presentations	Write Final Paper
Nov 21	Group Presentations	
Dec 5	Group Presentations	

Dec 7 Paper due (turnitin.com)

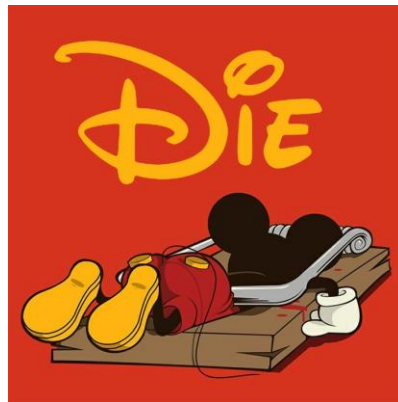
* Minute Paper--Identify the most significant things you have learned from the film. Take one to two minutes to write a response on an index card which will be collected.

*Reaction—**submit to turnitin.com**. 500-600 words supporting your reaction with **specifics** from film and agreeing/disagreeing with Pinsky and Ward.

Policies indicated in this syllabus may be changed or amended at any point during this semester(particular Disney films may not be easy to find). Bring this syllabus with you to every class to make changes on it as necessary

Grading Scale

Final Paper	30%
Reactions	35% (7% each)
Group Presentation	20%
Class Attendance & Participation	15%



GRADING POLICIES

Attendance and Tardy Policy: “ **90% of success is just showing up**”—Woody Allen

Regular attendance in this class is **MANDATORY**, especially in a **DOUBLE** class when each class is, in effect, equal to 2 1/3 classes for normal schedules. In addition, since assignments may be given out on a daily basis and I will inevitably make changes to the syllabus, it would behoove you to be present for these announcements. Please be on time and stay for the entire class period. If you arrive late, it is your responsibility to talk to me after class to avoid being marked absent. Absenteeism as well as excessive tardiness will adversely affect your grade.

Plagiarism: Academic dishonesty of any kind **will not be tolerated**. This includes cheating on quizzes or exams as well as plagiarism. Plagiarism is a specific form of cheating defined as using as one's own, without proper citation, words and/or ideas expressed by others in public arenas such as (but not restricted to) print, electronic publications, and scholarly lectures. It is your responsibility to be knowledgeable about this topic. Please be aware that there are numerous ways to detect plagiarism beyond the instructor actually identifying the source of the plagiarism. Plagiarism is easy now that so much information is available on the web. Remember that I also have access to the web and I will fail and report any student careless enough to get caught cheating. Plagiarism wastes my time and yours—if you are experiencing any kind of difficulty in completing an assignment, PLEASE see me as soon as possible. I will consider instituting the policy on student academic dishonesty for any case of plagiarism I discover. Evidence of cheating, plagiarism or fabrication of sources will result in a failing grade for the course and report to the appropriate University authorities

Late Papers and Assignments: All assignments are due before the beginning of class time . The grade will be dropped one point for each 24 hour period it is late after that. I have little sympathy for people who come to class the day a paper is due asking for an extension. I know that PCs crash and MACs sometimes don't obey, files get deleted and cars break down, but please find a way to prevent or work around these errors. Starting an assignment well in advance is a good start.

Preparation/Participation: I expect you to come to class prepared. If a reading is due, make sure you have read the chapter and are prepared to discuss it. Responding to readings, films, and assignments through class discussion is an explicit part of this course, crucial for making it successful and enjoyable. Class attendance is very important for your final grade.

Responsibility of student: If you are having any type of problem or confusion which is preventing you from completing your work, please come talk to me about it. If you do miss class, you are responsible for finding out what you missed and making up any missed work before the next class.

Etiquette (or Pet Peeves): Please turn off all cell phones or anything else that beeps or makes noise. These disturbances are annoying and disruptive to class. **Laptops are for help in taking notes in class. They are NOT for looking at emails, browsing the web, writing letters or papers in class. Open laptops distract students behind you from the screen or the professor.**



Also, please make every attempt NOT to leave the room during discussions and screening of films or clips. This disturbs others in the class (including myself) and prevents you from seeing the entire screening and understanding the concepts being presented. If you have a condition which prevents you from sitting for two hours at a time, please talk to me at the beginning of the semester, so we can make arrangements.

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Final Analysis Paper: Approx. 2000 word Reaction Analysis paper containing some research about assigned film combined with your reaction to it in the context of understanding the morality, mindset and thus discourse of Disney and his studio. Submitted to turnitin.com on Dec. 7.

Be careful not to retell plot when analysis is required!

A weak paper is ***simply descriptive*** with no attempt to pull out the possible ***implications*** of what the writer observes. In order to transform the descriptive into the analytical, ask yourself "**So what?**", "**What are the thematic implications of what I've observed?**" It is not enough, for example, to say something is contrasted with something else -- consider what is being said about the contrast.

Concrete examples are a central feature of an analysis since they provide the justification for your argument. An analysis should not only provide evidence, it should also demonstrate how that evidence supports the argument/thesis being advanced. While you need to invoke aspects of the film for your examples, avoid excessive description. For example, if you are arguing that a character is constructed in a certain way, only cite the evidence that supports your analysis -- avoid details that don't add anything to your argument -- if a character's clothing is not important for your analysis, don't bother describing it. If you're not making a thematic point about your observations you're likely being overly descriptive.

Wrap up your paper by summarizing what you have learned in your detailed analysis and reflect on the connections between it and the discussions about Disney films; the significance and impact as well as the way in which your film reflects or does not aspects of the Disney style and mentality as you've discerned from your own thoughts, our discussions and the opinions of others. State how this affects/changes your overall reading of the film.

If you use any ideas from outside resources, cite properly, in accordance with the MLA Manual of Style. Presenting other people's ideas as one's own is considered plagiarism

- Assume the reader has seen the film.
- Please don't base your paper on the director's commentary from a DVD.
- Points will be deducted if the paper is: too short, full of correctable spelling and grammatical errors and/or handed in late.

SO, I WILL BE LOOKING FOR YOU TO...

PROVE YOUR CONTENTION: Support your thesis by citing specific examples taken from the film under consideration. Use specific scenes, shots, lines of dialogue, situations, characters, scenic elements, musical numbers, action sequences, etc. as best suits your purposes. Refer to Pinsky and other source materials I gave you for this class to read and think about.

Concentrate on explaining and illustrating "how" the film means or functions as a Disney live-action film in its particular place and time. Don't merely relate the plot for its own sake. Be sure you select things you feel strongly about so that you can say what you want to say and say it well. Your skills in English composition are important because they will contribute to the effectiveness of your paper.

Compose a clear thesis articulating your position on how the following are reflected in your film. The issue could involve any or a combination of:

- a. cultural mythology
- b. propaganda
- c. how the filmmaker manipulated the audience (be specific)

through the use of:

- d. camera
- e. music
- f. script writing technique
- g. reference to outside context