

SYLLABUS

COMM 463_01 (4172) SPEECHWRITING (WR)

Spring, 2017

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Office Hours: Wednesday, 11 a.m.—1 p.m., and by appointment.

Text and Materials:

The Political Speechwriter's Companion. Robert Lehrman. CQ Press, Washington, DC. 2010. (ISBN 978-1-60426-549-1).

Speech-Less: Tales of a White House Survivor. Matt Latimer. Three Rivers Press, New York. 2010. (ISBN-13: 978-0307464293).

I. COURSE CONTENT

This three-part course will study the history of speechwriting from Demosthenes to Jon Favreau with particular emphasis on the emergence of presidential speechwriters from FDR through President Obama. Another third of the course will be devoted to the study of speechwriting techniques, including audience analysis, rhetorical devices, literary devices, and non-verbal techniques. Finally, each student will draft a speech for an assigned individual addressing a specific contemporary situation—political, civic, or commercial.

Students who successfully complete the course should be able to:

- Understand and apply the techniques of speechwriting for others from the initial meeting through the delivery by the client of the final product.
- Acquire the skills necessary to analyze audiences, research mannerisms and word-choice, correctly employ literary and rhetorical devices, and frame words for others to use in an appropriate style.
- Demonstrate the ability to draft a speech (from outline through final draft) which

will articulately convey another's ideas, thoughts or policies in such a way to effect the reception and adoption of those ideas, thoughts, or policies.

EXPECTATIONS: To succeed, a student must attend all class meetings, be on time and remain actively engaged in each class session. A student must spend time outside class studying the assigned materials, undertaking necessary research, and practicing the arts of analysis, drafting, editing, and working with clients/employers.

PLAGIARISM: You are expected to perform original work in this class. Plagiarism on an assignment will result in at least a zero for the assignment and probably failure for the course. It could possibly lead to expulsion from this university. You must familiarize yourself with the concept of plagiarism and you must know and adhere to the University's policies on this issue.

CLASS CONDUCT: Out of consideration for the instructor and your fellow students, please turn off all cell phones when you come to class. Should such a device interrupt the class, the instructor shall ask you to leave the class--as a result of which you will be marked "absent" for that class. Similarly, texting during class shall result in you being marked "absent" for that day and asked to leave class. For the same reasons, do NOT bring food into the classroom.

Remember that this is a university where free speech and the free and rational expression of conflicting ideas is not just tolerated but in fact encouraged. I encourage debate and discussion of any idea. Never hesitate to raise any issue or to express any point of view. On the other hand, do so with respect for other individuals and their ideas, thoughts, and beliefs. And when you do speak, do so in a thoughtful and informed manner.

STUDENTS WITH DISABILITIES: The University of Louisville is committed to providing access to programs and services for qualified students with disabilities. If you are a student with a disability and require accommodation to participate and to complete requirements for this class, notify me immediately and contact the Disabilities Resource Center (852-6938) for verification of eligibility and determination of specific accommodation.

GRADING SCHEME:

Please note that in accordance with the University policy set forth in the University of Louisville Undergraduate Catalog (2004-06, pg. 13d), this course observes plus/minus grading. Grades shall be assigned according to the following rubric:

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|------------------------------------|-----|
| Weekly Papers (6 @ 50) | 300 |
| Presentation on Speechwriter | 200 |
| Presentation on <i>Speech-Less</i> | 100 |

PLEASE NOTE: THIS IS A WR CLASS. As such, writing is emphasized. Because this is a 400-level course, I expect all students will be accomplished writers familiar with the conventions of Standard Written English. All papers will set out a clear thesis and be distinguished by an organization which supports that thesis in a methodical, logical, persuasive manner. Except for assignments seeking your personal reflection or reaction, all submissions will be supported by research, and that research will be correctly cited. Similarly, correct grammar, punctuation, syntax, and spelling are critical.

Total Points Possible

1,000

Grading Scale:

| | |
|----|-----------|
| A+ | 980-1,000 |
| A | 930-979 |
| A- | 900-929 |
| B+ | 870-899 |
| B | 830-869 |
| B- | 800-829 |
| C+ | 770-799 |
| C | 730-769 |
| C- | 700-729 |
| D+ | 670-699 |
| D | 630-669 |
| D- | 600-629 |
| F | Below 600 |

IMPORTANT!!!!!!!!!!!!!!!--- Any make-up work is done at the discretion of the instructor and shall be assessed a penalty.

Note: There is no class Tuesday, March 15th, or Thursday, March 17th (Spring Break). The last day to withdraw is Monday, March 7th. The last day on which to apply for a degree is Monday, February 1st.

The instructor reserves the right to make changes in the syllabus when necessary to meet learning objectives, to compensate for missed classes, or for similar reasons.