DRAMA 323/ENGLISH 309E: Speech Writing
Winter 1990

Dr. Jill Tomasson Goodwin
Office: ML 122 Extension: 5056 or 4556 (Drama)
Office Hours: T/Th 12:30-1:30; W 1:00-2:00 or by appointment

Texts:
Great Speeches for Criticism and Analysis. Lloyd Rohler
Drama 323/English 390E Student Workbook. Available at Kinko’s.

Course Description

Drama 323/English 309E applies the rhetorical principles of
speech composition to the practice of speechwriting, as well as
rhetorical theories to the criticism of speeches. Students will
be introduced to audience analysis, revision, coaching, and ghost
writing in a number of different speech genres: lobbying/
legislative, ceremonial, and apologia.

Course Requirements

The speech consists of three large assignments and an overall
class mark. The three large assignments are speeches: one
lobbying/legislative speech, one ceremonial speech, and one
apologia. While attendance is not compulsory, the classes
prepare you for these assignments: thus, students who miss more
than two classes without cause jeopardize their 10% class
participation grade.

Assignments and Marks Breakdown

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Due Date</th>
<th>Mark</th>
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<tbody>
<tr>
<td>Lobbying/legislative speech</td>
<td>Jan. 31/Feb. 7</td>
<td>30%</td>
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<tr>
<td>Ceremonial speech</td>
<td>Mar. 7/Mar. 14</td>
<td>25%</td>
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<tr>
<td>Apologia</td>
<td>Mar. 28</td>
<td>35%</td>
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<tr>
<td>Class participation</td>
<td></td>
<td>10%</td>
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Policy on late work: Deadlines are crucial in speechwriting, so
plan to keep up with the course schedule. Late speeches will not
be accepted. This includes all material submitted with the
speeches: strategy reports, speech outlines, etc.
Jan. 3  Introduction to Course
    Roosevelt, "Declaration of War" Rohler&Cook, pp. 127-8

LOBBING/LEGISLATIVE SPEECHES (Deliberative Rhetoric)
Jan. 10  "Critical Perspectives," R&C, pp. 2-14
    Williams, "Presentation by Benjamin Swirsky," Student Workbook

Jan. 17  Churchill, "Two Wartime Speeches" and Andrews
        (Critical Analysis) R&C, pp. 112-24
        Submit Deliberative Topics

Jan. 24  Ferraro, "Vice Presidential Acceptance Speech" and
        O'Donnell (Critical Analysis), R&C, pp. 39-53

Jan. 31  DELIBERATIVE SPEECH READINGS

CEREMONIAL SPEECHES
Feb. 7   Reagan, "Tribute to the Challenger Astronauts" and
        Bytwerk (Critical Analysis), R&C, pp. 309-18

        Doug Wright, "Opening of the Davis Centre," Student Workbook

Feb. 13  Hitler, "Closing Address to the Nazi Party Congress"
        and Rohler and Gustainis (Critical Analysis), R&C, pp. 66-75

Feb. 28  Kennedy, "Inaugural Address" and Cripe (Critical Analysis), R&C, pp. 275-291

APOLOGIA SPEECHES
Mar. 7   CEREMONIAL SPEECH READINGS
        Trade Ghostwriting Topics

        Ghostwriting Interviews
        Submit Ghostwriting Topics

Mar. 21  Nixon, "Checkers Speech" and Cooper (Critical Analysis), R&C, pp. 137-58

Mar. 28  APOLOGIA READINGS