

# School of Communication University of Miami

## COS 591/691 (Special Topic) Speechwriting

### Summer A Intersession, 2018

Saturday	5/12	9:30 a.m. – 4:30 p.m.
Monday	5/14	6:00 p.m. – 9:30 p.m.
Tuesday	5/15	6:00 p.m. – 9:30 p.m.
Wednesday	5/16	6:00 p.m. – 9:30 p.m.
Thursday	5/17	6:00 p.m. – 9:30 p.m.
Monday	5/21	6:00 p.m. – 9:30 p.m.
Tuesday	5/22	6:00 p.m. – 9:30 p.m.
Wednesday	5/23	6:00 p.m. – 9:30 p.m.
Thursday	5/24	6:00 p.m. – 9:30 p.m.
Friday	5/25	6:00 p.m. – 9:30 p.m.

\*Class meetings occur during the inclusive dates of the intersession, however projects and individual meetings will continue until the end of the regular Summer I semester)

David L. Steinberg

305-284-5553 (office/voice mail)

305-284-5216 (fax)

305-284-2265 (SOC)

305-926-8498 (cell)

[Dave@Miami.Edu](mailto:Dave@Miami.Edu)

305-284-5106 (3<sup>rd</sup> FLR)

<http://www.miami.edu/com>

Office Hours:

## **SYLLABUS**

**THIS COURSE IS AVAILABLE FOR BOTH GRADUATE AND UNDERGRADUATE STUDENTS!**  
**THIS IS A WRITING (W) COURSE!**

This course may not constitute credit toward UM Communication Degrees for UM Communication degree seeking students, except as approved by individual program area directors on an exceptional case basis.

Course Description: This is a course on written speeches, speechwriting, and delivering speeches from manuscripts. Students will review great speeches representative of various rhetorical genres and styles, focusing on the theoretical, literary and historical foundations of those speeches. Students will then work to develop their own skills in preparing effective speeches by producing manuscripts for a variety of types and purposes of speeches, employing a broad range of strategies for proof, language and engagement. Finally, students will employ effective delivery techniques as they enhance their skills at presenting manuscript speeches. This is a workshop class, during which students will write, review and edit their own work, and will work in teams engaging peer review and corporate authorship.

Course Objectives: At the end of this course, the student should be better able to:

- Design speech objectives with consideration of rhetorical constraints and possibilities
- Analyze and target particular audiences
- Prepare and present effective manuscript speeches
- Analyze and account for other demands of unique speaking occasions
- Employ ethos, pathos and logos to accomplish informative, persuasive, and epideictic goals
- Organize, develop and support ideas with evidence and logical reasoning
- Conduct research to support and develop ideas

**COURSE PREREQUISITES:** none

**MATERIALS FEES:** none

**ASSIGNMENTS/COURSEWORK:**

The course will be organized in a workshop format. During each class meeting, lecture material will introduce the student to a genre or context for speaking and one or more techniques of speechwriting including presentation of a great speech representing the genre, context and/or relevant technique(s) covered. Students will work individually and in teams to employ the rhetorical strategies covered to prepare a manuscript for all or part of a speech. Students will then present their work, utilizing effective delivery and use of teleprompters. Speeches will be recorded for review and self-evaluation. Students will edit and review each other's work. Completed work will comprise journals and portfolios of student work.

Specific activities include (but may not be limited to) some of the following as determined by time and interest of the class and/or the instructor (i.e., subject to change):

1. Prepared speeches (length determined by time and number of students enrolled), which will include some of the following:
  - a. Speech of introduction
  - b. Personal Narrative: Why-Am-I-Here Story
  - c. Personal Narrative: I-Know-What-You-Are-Thinking Story
  - d. Policy Proposal: Student will advocate a specific policy action to be taken by the School of Communication, The University of Miami, Coral Gables, or Miami-Dade County. Use a problem-solution format.
  - e. Civic Persuasive Appeal: Student will advocate a personal action to be taken by the members of the audience to would benefit themselves, the campus or community.
  - f. Lobby Speech: promote a civic organization, cause, event, or candidate.
  - g. Speech of Tribute/Celebration/Recognition/Remembrance: a formal speech which celebrates a person, place, event or thing.
  - h. Speech to Entertain: after dinner speech.
  - i. Speech to Inspire and Motivate.
2. Participation. includes in-class critiques of classmates' work, participation in group work, exercises, discussions and debates, quizzes, attendance, comments in class, impromptu speeches, general positive contribution to organizational culture of class, and homework assignments. Attendance is expected and will be recorded once during each class.

3. Undergraduate Receiver Paper. Eight-hundred word (typed, 12-point font, standard margins, double spaced, APA format) critique of a speech witnessed in person, outside class. The speech critiqued may not be an on-campus in-class lecture, a speech you watch on TV, on-line, or a practice speech. It may be a public speech on campus if **open to the public with voluntary attendance**. Attendance must be voluntary, and the speech a continuous oral presentation spoken in real time live to an audience (excluding in-class events). In the paper, the student will describe the speaker, speech, audience, and occasion clearly. Quotes from the speech should be included and the paper should present a clear description of what was observed. Students will then evaluate the speaker's effectiveness in achieving his/her objectives. How well did the speaker adapt to this audience and occasion? Support should be provided for the evaluation
4. Graduate Team Paper: Graduate students will write a Speech Manuscript of at least 20 minutes in length. Due on June 27<sup>th</sup> by 5:00 pm.

**TEXTS (required):**

Noonan, P. (1999). On speaking well: how to give a speech with style, substance, and clarity. New York, NY: Harper Perennial.

Perlman, A. M. (1998). Writing great speeches: professional techniques you can use. Boston: Allyn and Bacon.

**GRADING/EVALUATION:** The course grade will be distributed as follows:

COS 591		COS 691	
manuscripts	60 %	Manuscripts	50 %
presentations	10 %	presentations	10%
participation	20 %	participation	20 %
paper	10 %	Final Manuscript	20 %

University Standard Grade Scale

A +	97 to 100	C	74 to 76
A	93 to 96	C -	70 to 73
A -	90 to 92	D+	67 to 69
B+	87 to 89	D	64 to 66
B	84 to 86	D -	60 to 63
B -	80 to 83	F	00 to 59
C +	77 to 79		

Consistent with the university scale, an "A" reflects excellent attainment, and is reserved for the most outstanding work in the class. A "B" reflects good attainment, better than most in class. A "C" reflects average attainment for a well qualified university student. A "D" reflects below average attainment, and an "F" reflects failure. Pluses and minuses reflect strongest and weakest performances within these categories.

**ATTENDANCE POLICY:** Is expected and will be recorded. May contribute to participation grade. Excessive unexcused absences will negatively impact your course grade. It is better to be late than absent, and of course, better to be on time all the time. The percentage of class time during which you are present will comprise a numerical score which will be averaged with quality of blog contributions and in-class participation to calculate the participation score.

### HONOR CODE AND PLAGIARISM:

Students enrolled in this course are expected to abide by the University of Miami Honor Code. The purpose of the Honor Code is to protect the academic integrity of the University by encouraging consistent ethical behavior in assigned coursework. Academic dishonesty of any kind, for whatever reason, will not be tolerated.

No honest student wants to be guilty of the intellectual crime of plagiarism, even unintentionally. Therefore, we provide you with these guidelines so that you don't accidentally fall into the plagiarism trap.

Plagiarism is the taking of someone else's words, work, or ideas, and passing them off as a product of your own efforts. Plagiarism may occur when a person fails to place quotation marks around someone else's exact words, directly rephrasing or paraphrasing someone else's words while still following the general form of the original, and/or failing to issue the proper citation to one's source material.

In student papers, plagiarism is often due to...

- turning in someone else's paper as one's own
- using another person's data or ideas without acknowledgment
- failing to cite a written source (printed or internet) of information that you used to collect data or ideas
- copying an author's exact words and putting them in the paper without quotation marks
- rephrasing an author's words and failing to cite the source
- copying, rephrasing, or quoting an author's exact words and citing a source other than where the material was obtained. (For example, using a secondary source which cites the original material, but citing only the primary material. This misrepresents the nature of the scholarship involved in creating the paper. If you have not read an original publication, do not cite it in your references as if you have!)
- using wording that is very similar to that of the original source, but passing it off as one's own.

The last item is probably the most common problem in student writing. It is still plagiarism if the student uses an author's key phrases or sentences in a way that implies they are his/her own, even if s/he cites the source.

*All work submitted for this course should be the original work of the student(s) completed during this semester. Work must be original to this course and only this course and completed independently without outside assistance except when openly attributed. Previously completed work, work completed as a part of a team except as assigned in the course, work completed for other courses or activities including intercollegiate debate or other competitions are not acceptable for the requirements of this class. The consequence for violation may be a failed grade on an assignment up to course failure.*

In-Class behavior. Treat all fellow students and the Instructor with **respect!** Please **turn off cell phones** and any other non-essential electronic devices except when devices are engaged in class activity. **Laptops** may **not** be **on-line**. (exceptions to these rules may be offered when technology is utilized for class exercises.) No headphones. Ethical behavior includes using **appropriate** and **inclusive language**, cooperative behavior, and supportive and open communication habits whenever in class or in interaction with class members.

Students, employees, and parents can call the University of Miami Rumor Control Hotline for the latest information at **305-284-5151**. Outside the local area, call **1-800-227-0354**. For the latest updates on University of Miami activities, and to learn more about how the University *prepares for an emergency*, visit [www.miami.edu/prepare](http://www.miami.edu/prepare).

Religious Holy Day Policy

It is the student's obligation to provide faculty members with notice of the dates they will be absent for religious holy days, preferably before the beginning of classes but no later than the end of the first three class days. Absences due to observance of religious holy days not pre-arranged within the first three class days may be considered unexcused and there is no obligation to allow any make up work, including examinations. Missing a class due to travel plans associated with a particular religious holy day does not constitute an excused absence. The University's complete Religious Holy Day Policy can be found in the 2012-2013 *Bulletin*.

**COURSE TOPICS OUTLINE**

session	Topic
1	The Rhetorical Perspective, Classical Speeches
2	Building Ethos, Sermons
3	Building Logos, Presidential Policy Speeches
4	Building Pathos, Eulogies
5	Telling Stories, Narrative Speeches
6	Delivering from Manuscript, Commencement Speeches
7	Language Devices, Presidential Speeches of Special Occasion
8	Building Identification, Celebrity Speeches
9	Building Enthusiasm, Motivational Speeches
10	Speaking to Entertain, Comedy Speeches

STUDENT ACKNOWLEDGEMENT:

I HAVE RECEIVED AND READ THE SYLLABUS FOR COS 591/691, Special Topic: **Speechwriting**.  
I HAVE COMPLETED THE PREREQUISITE COURSES LISTED IN THE SYLLABUS OR HAVE  
HAD THE PROFESSOR SIGN BELOW TO CERTIFY A WAIVER OF THE PREREQUISITES.

SIGNED: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

PROFESSOR PREREQUISITE WAIVER (IF NEEDED) \_\_\_\_\_