

TART Special Topics in Performance 393 01 Fall, 2008

A Project Pericles Course:

Communication Analysis of Presidential Candidates' Nomination Acceptance Speeches

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Office Hours: MWF 2pm – 3pm Tuesdays 2:30 – 3pm

Course Purpose, Objective and Learning Goals:

This course will examine the presidential candidates' nomination acceptance speeches at the Republican and Democratic National Conventions from 1980, 1988, 1992, 2000, and 2008. Rhetorical Analysis of the speeches that includes history at the time the speeches were made, the candidates, the outcome from those elections years, and the impact (if any) of those speeches on those elections will be the major focus of the course. Students will meet in groups and prepare the analysis for presentation to the class.

Students will meet the following Learning Goals of the Theatre Arts/Dance Dept.:

1. Students will gain skill and taste in oral communication
2. Students will gain ability to use the resources of information and reason in analyzing and solving problems
3. Students will cultivate intellectual and aesthetic curiosity and activity through the use of critical and creative abilities.
4. Participation in depth in a specific field of study, including acquisition of a body of knowledge and development of skills for discovery, recognition, and integration of knowledge in that field
5. Ability to use the resources of information and reason in analyzing and solving problems.

To accomplish the purpose, objectives and learning goals the student will participate in the following activities that include: readings, group presentations, and a term paper.

Read the transcripts and watch the videos of the presidential candidates' nomination acceptance speeches at the Republican and Democratic National Conventions from 1980, 1988, 1992, 2000 and 2008. Learn how to prepare a communication/rhetorical analysis study on a speech. Prepare the studies of argument and evaluate at least eight of the speeches. Prepare two group presentations for class discussion. Write one paper analyzing the final campaign speeches of 2008.

Students will do one major informative group presentation based on the 1980 election (Reagan/Carter) and one Project Pericles Forum based on the 2008 Acceptance Speeches by Obama and McCain in the semester before the election. Students will monitor polls, rhetoric of candidates and election night 2008 and prepare a final 3-5 minute manuscript speech comparing/contrasting Reagan's 1980 speech with Obama's 2008. Presentations will be evaluated according to how they developed content, researched the topic, and communicated their knowledge during the presentation. They are to communicate similarities, difference, and claims based on Toulmin's Model of Argument. They are also to determine the impact Obama's speech had on the outcome of the 2008 election.

Attendance Policy

Students are expected to be present at all classes. However, students are allowed to have **three (3) absences**. These absences are neither excused nor unexcused. A student may not be absent during the group presentations.

For class participation points, the student will receive a point for every day class is in session. A student is allowed three (3) absences. It is the choice of the student as to how the absences are used. I do not excuse an absence nor do I pronounce an absence as "unexcused".

For example: travel time before and after fall break, Thanksgiving break, spring break and other holidays are not considered appropriate absences. Your grade will be affected by absences at those times. Death of an immediate family member (such as sibling, parent or grandparent only) does constitute a valid reason to miss the day of an assigned speech)

Should you choose not to attend class, for what ever reason, you are responsible for the consequences of that choice. Please do not request that I review my lecture/discussion for you. Do not ask me to repeat course announcements that you missed because of your absence. Once you have obtained notes and announcements from another class member, I will be happy to answer any of your questions.

For every absence the student does not use, the student will receive an extra point toward class participation points.

Example: 40 in class days = 37 class participation points. $37/37 = 100\%$
3 non-used absences = 3 extra points = 40/37

If a students misses more than three classes (absences), the student's grade will be lowered one letter grade.

If you know you are going to be absent for extra-curricular activities, please inform me in plenty of time (at least a week before) so that I can plan the speaking schedule appropriately.

Please plan now to be in class on the last day of the term and during the scheduled final exam for this class.

Accommodation Policy

It is the policy of Hendrix College to accommodate students with disabilities, pursuant to federal and state law. Any student who needs accommodation in relation to a recognized disability should inform professors at the beginning of the semester. In order to receive accommodations, students with disabilities are required to contact Julie Brown in Academic Support Services at 505-2954.

Technology Policy

Please do not let your cell phone ring in class. Turn off your ringer before you enter the classroom. Please do not ever check caller id to see who called if your cell phone vibrates. Please turn of all IPODS, listening devices before you enter the classroom. Laptop use may or may not be permitted. Please check with me first. Corresponding by email in class is not allowed, if you do get permission to use your laptop.

Email

You will need to have a current working email address that you check daily.

Grading Scale:

90-100 = A
80-89 = B
70-79 = C
60-69 = D
0-59 = F

Plagiarism

Plagiarism will not be tolerated. Please refer to the Academic Integrity policy in our catalog.

Please sign this syllabus and date it and return the bottom copy (signed and dated) that you understand your responsibilities as a student in my course.

I understand my responsibilities in following the schedule, absence policy, plagiarism, and group presentations

Signature _____ Date _____

Return the bottom portion to me.

I understand my responsibilities in following the schedule, absence policy, plagiarism, and group presentations

Signature _____ Date _____

August

- 19 New students arrive
- 19-25 New Student Orientation
- 24 All other students return
- 25 New student registration
- 25 Journeys classes begin
- 26 Confirmation/schedule change day
- 26 First day of classes

September

- 1 *Labor Day (no classes)*
- 5 Deadline to add a class
- 26 Deadline/change to/or from "Credit Only"
- 26 Deadline/drop a class with no grade

October

- 16 Interim reports due
- 16-19 Fall Break

November

- 7 Deadline to drop a class with a "W" grade
- 26-30 *Thanksgiving Break*

December

- 8 Last day of classes
- 9 Reading Day
- 10-12 Final Exams
- 15-17 Final Exams

Fall, 2008 Final Exam Schedule

Wednesday, Dec. 10, 2008	B2, B5	B1, D5
Thursday, Dec. 11, 2008	B4	B3 , D6
Friday, Dec. 12, 2008	A3, C3	A5, C5, D3
Monday, Dec. 15, 2008	A4, C4, D2	A1, C1, D1
Tuesday, Dec. 16, 2008	A2, C2	A6, C6
Wednesday, Dec. 17, 2008	A8, C8, D4, S1	A7, C7, S2, S3

Fall, 2008 Tentative Schedule

Readings:

C. Thomas Preston, "Reagan's "New Beginning": Is It The "New Deal" Of The Eighties?," Southern Speech Communication Journal, 49 (Winter, 1984) 198-211

On-line Readings—I will email you this list of reading links.

<http://dmc-news.tamu.edu/templates/?a=6083&z=15>

<http://acjournal.org/holdings/vol4/iss3/special/mcgee.htm>

1960...Kennedy acceptance speech

<http://www.youtube.com/watch?v=OsdomV7giC0>

1980

DNC: Carter <http://www.presidency.ucsb.edu/ws/index.php?pid=44909>

RNC: Reagan <http://www.presidency.ucsb.edu/ws/index.php?pid=25970>
<http://www.youtube.com/watch?v=RmmgVFBYeaI&feature=related>

1988

DNC: Dukakis <http://www.presidency.ucsb.edu/ws/index.php?pid=25961>
<http://www.youtube.com/watch?v=hkAN4DQGmwk>

RNC: Bush <http://www.presidency.ucsb.edu/ws/index.php?pid=25955>

1992

RNC: Bush <http://www.presidency.ucsb.edu/ws/index.php?pid=21352>

DNC: Clinton <http://www.presidency.ucsb.edu/ws/index.php?pid=25958>

2000

RNC: Bush II <http://www.presidency.ucsb.edu/ws/index.php?pid=25954>

DNC: Gore <http://www.presidency.ucsb.edu/ws/index.php?pid=25963>

2008

DNC: Obama
<http://www.presidency.ucsb.edu/ws/index.php?pid=78284>
https://donate.barackobama.com/page/content/acceptancespeechnd?source=20080829_OFA_ND
<http://www.youtube.com/watch?v=ato7BtisXzE>

RNC McCain <http://www.presidency.ucsb.edu/ws/index.php?pid=78576>
<http://www.johnmccain.com/informing/news/Speeches/ef046a10-706a-4dd5-bd01-b93b36b054bc.htm>

2008 Victory Speech for Obama

http://www.forbes.com/2008/11/05/chicago-obama-biz-beltway-cx_1104obamaspeech.html

<http://elections.nytimes.com/2008/results/president/speeches/obama-victory-speech.html#>

2008 Concession Speech for McCain

http://ap.google.com/article/ALeqM5hmJfimirZW3jBur_BmaFtqj7mfFgQD948JFJG5

<http://elections.nytimes.com/2008/results/president/speeches/mccain-concession-speech.html#>

Week One

Tues, Aug 26 Intro to Class Public Speaking, the basics
Thurs, Aug 28 Project Pericles Forum 12:10pm in the Burrough...Obama discussion
Thurs, Aug 28 Watch 1980 Reagan; Go to Project Pericles Watch Party for Obama Speech

Week Two

Tues, Sep 2 Finish Reagan Speech; Determine groups for Carter/Reagan Analysis; Start Carter Speech
Thurs, Sep 4 Finish Carter Speech; Discuss/handout speaker analysis checklist; How to write a speech, lecture

Go to Project Pericles Watch Party for McCain Speech

Week Three

Tues, Sep 9 Discuss Claims of Fact, Value, Policy; Discuss Informative vs Persuasive Structure; Discuss Patterns of Organization; Discuss Motivated Sequence. Impromptu Speech; Discuss Obama Speech

Thurs, Sep 11 Discuss Group Presentation;

Week Four

Tues, Sep 16 Watch Michael Dukakis Speech

Thurs, Sep 18 Carter and Reagan Group Presentation

Week Five

Tues, Sep 23 Watch Bush I Speech; Competent Speaker evaluation

Thurs, Sep 25 Toulmin Model of Argument Lecture; Begin watching Clinton speech

Assignment: Identify one claim in Clinton/Bush I and Bush II/Gore Speeches. Analyze the claim based on the Toulmin Model of Argument. Determine validity based on research of the claim and explain your answer

Week Six

Tues, Sep 30 Finish Clinton Speech; Start Bush I 1992 Speech

Thurs, Oct 2 Finish Bush I Speech; Start Gore Speech

Week Seven

Tues, Oct 7 Finish Gore Speech; Start Bush II Speech

Thurs, Oct 9 Finish Bush II Speech; Start Obama Speech

Week Eight

Tues, Oct 14 Finish Obama Speech; Start McCain Speech

Turn in Claims Analysis for Clinton/Bush and Bush II/Gore Speeches

Prepare for Project Pericles Forum

Fall Break: Oct 16-19

Week Nine

Tues, Oct 21 Finish McCain Speech; Prepare for Project Pericles Forum

Thurs, Oct 23 Thurs, Oct 23 Work in Groups

Week Ten

Tues, Oct 28 Presentation Practice for Project Pericles Forum

Project Pericles Forum on Thursday, October 30, 2008

Thurs, Oct 30 Follow up and reflections about Forum

Week Eleven

Tues, Nov 4....Election Day!

Thurs, Nov 6....Follow up of Election; Competent Speaker Evaluation of Concession and Victory Speeches

Week 10

Tues, Nov 11 Watch the dvd of the Project Pericles Forum and analyse it.

Thurs, Nov 13 Assign final presentation

Week 11

Tues, Nov 18 Continue work on final presentation

Thurs, Nov 20 No Class NCA Conference in San Diego

Week 12

Tues, Nov 25 no class NCA Conference in San Diego

Nov 26-Nov 30 Thanksgiving Break

Week 13 Last week of classes

Tues, Dec 2 Final Presentations

Thurs, Dec 4 Final Presentations

We will meet during the final exam period for Final conclusion to the course.

Heading:

- Name of Speaker
- Title of speech
- Occasion/place delivered
- Date delivered

1. Brief Rhetorical Biography of the Speaker

- General biography and important life events
 - Life chronology
 - Family influences (class, occupation, values)
 - Public career and important experiences
 - Forces shaping values and ideology
- Rhetorical biography
 - Education and rhetorical training
 - Nature and extent of public speaking experiences
 - Significance of oratory in the speaker's life and career
 - Methods of preparation and delivery
 - Characteristics of general rhetorical style

2. The Rhetorical Situation for the Speech

- The Exigence:
 - What issue led to the decision to speak?
 - What was the specific occasion for the speech?
 - What were the prevailing opinions on the issue?
- The Audiences (Immediate and Secondary):
 - What were the demographics of the audiences? (size, age, background, etc.)
 - What were the audiences' level of knowledge about the speech topic?
 - What were the audiences' attitudes toward the speech topic?
- The Constraints:
 - What were the situational or institutional constraints?
 - What constraints were created by the audience?
 - What constraints were created by the speaker?

3. Speech Purpose and Arguments

- What was the speaker's specific purpose?
- What were the main claims advanced?
- What arguments did the speaker use to support the claims (data, evidence)?
- Why did the arguments persuade or fail to persuade?
- What were the explicit and implicit values in the message
- Were the arguments complete (Toulmin)?

4. Organization, Style, and Delivery

- Organization:
 - How does the introduction frame the issue(s) for the audience(s)?
 - Is the purpose made clear in the introduction?
 - How does the structure of the arguments contribute to persuasion?
- Style:
 - Did the language give life to the ideas and arguments? (Give examples & quotes)
 - What was unique about the speaker's style?
- Delivery:
 - Was the speech impromptu, extemporaneous, or prepared?
 - What did observers say about the quality or effect of the delivery?

5. Historical and Rhetorical Value

- Why was the speech considered important?
- Why does the speech remain important and valuable for the study of public speaking and civic engagement?
- What can we learn about effective rhetoric from the examples of this speech?
- Does the speech still provide understanding of events, ideas, issues, values, etc.?

6. Bibliography

- General biographical sources on the rhetor.
- Books and journal articles analyzing the rhetoric of the speaker or the speech.

7. Attach text of the speech