

PMGT 216
SPEECHWRITING
Daniel McGroarty
FALL 2008

<u>Date</u>		<u>Assignments</u>
1. September 8	Introduction to Speechwriting; The Role of the Speechwriter Campaign Speech Classics (Reagan, Cuomo, Jackson)	
2. Sept. 15	On the Stump The Elements, Tools, Tactics	
3. Sept 22	Guest Dialogue: The Sound Bite On the Stump, cont.	Assign Stump speech
4. Sept. 29	The Crisis Speech Intro Military Actions/Civil Unrest	Stump Speech due
5. Oct. 6	In Class Edit Session #1: Stump Speeches; Crisis Speech, Cont.	
6. Oct. 13	MID-TERM (IN CLASS)	
7. Oct. 20	The Ceremonial Speech	
8. Oct. 27	Ceremonial Speech, Cont. In-Class Edit Session #2: Midterm	Assign Ceremonial Speech
9. Nov. 3	Intro to Policy Speech Guest Dialogue	Ceremonial Speech due
10. Nov. 10	The Policy Speech, cont.	

11. Nov. 17	In Class Edit Session #3: Ceremonial Speech Guest Dialogue: The Art of the Oped	Pol. Speech concept para. due
12. Nov. 24	The Art of the Oped, cont.	Assign Oped
13. Dec. 1	“Get Me Re-Write!” Group Edit Session Policy Speech Revisited	Oped Due
14. Dec. 8	Guest Dialogue: The Politics of Humor In-Class Edit Session #4: The Oped	
	FINAL: Policy Speech	Due -- TBD

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BOOKS & SUBSCRIPTIONS

Vital Speeches of the Day – subscription

Ask for 20% McGroarty discount
841-881-8733

KILPATRICK, JAMES J *The Writer’s Art*
New York: Andrews,

McMeel & Parker,

OUT OF PRINT – try to find it!

ZINSSER, WILLIAM *On Writing Well*

308 pages 6th Rev&up edition (April 1998)

Harperreference; ISBN: 0062735233 ; Dimensions (in inches): 0.76 x
7.98 x 5.34

Safire, William **LEND ME YOUR EARS**

1056 pages Revised edition (April 1997)

W.W. Norton & Company; ISBN: 0393040054