

**PMGT 206.10
SPEECHWRITING WORKSHOP**

Summer 2008

Bob Steck – bsteck@rcn.com; cell-phone: (202)423-3518

Dates and Assignments

1. May 22: Introduction to Speechwriting
What's the purpose of a speech?
What's the role of the speechwriter?
What's the history of speechwriting?
(Assignment: Read handout about Aristotle's "Rhetoric"
Write memo to one of Presidential candidates proposing a
speech topic, giving reasons and rhetorical strategies)
2. May 29: The Elements of Successful Speeches: Aristotle's
Logos, Pathos, Ethos in Reagan and Obama
(Assignment: Read Garry Wills – two page analysis of a speech
from Safire's book that changed history)
3. June 5: Persuasion – A Closer Look
Discuss Elements of Persuasion
(Assignment: write an incumbent's or a challenger's speech)
4. June 12: Persuasion – A Closer Look
Review campaign speeches in class
(Assignment: Write memo to a Presidential candidate
suggesting over-arching themes and strategies for Inaugural
Address. Read Peggy Noonan))
- 5) June 19: In class discussion and critique of memoranda for
Inaugural speeches. (Assignment: Study for Mid-term exam;
ensure you are up to date on reading.)

6) June 26: In-class Mid-term exam
(Assignments: Read Shrum: prepare two-page justification for final speech draft; read Lincoln's 2nd Inaugural))

7) July 3: Speeches in troubled times
Discussion of Lincoln's Second Inaugural
In-class discussion of final speech proposals
(Assignment: Prepare speech in a time of trouble)

8) July 10: Speeches of passion in troubled times
Guest Speaker

9) July 17: Policy Speeches Wonks, Wit and Wisdom:
Informal and formal logic; use of data, anecdote,.
(Assignment: Read assigned speeches in Safire; Finish and re-write final speech)

10) July 24: Final In-class exam; Summation

Books:

William Safire: Lend Me Your Ears

Garry Wills: Lincoln at Gettysburg

Peggy Noonan: What I Saw At the Revolution

Robert Shrum: No Excuses

(Several handouts in class)