Speechwriting
2-Credit Elective
CRN: GR (2): 20372
Winter 2021

Contact Information:
Faculty-- Lori Blewett, Ph.D.
Email-- blewettl@evergreen.edu

Schedule:
Tues. Feb. 9, 5:30 pm–9 pm; Sat. Feb. 13, 9:30 am-5 pm; Sat. Feb. 20, 9:30 am–5 pm.
All instruction will be delivered remotely. Access to Zoom communication technology is required for scheduled class times.

Description:
Verbal presentations can have social influence well beyond written communication. But what makes a speech especially credible, persuasive, or memorable? How do you organize ideas so they are easy for listeners to comprehend? When is it appropriate for administrators to use storytelling and other creative rhetorical strategies to enhance a message? How do you decide what to leave in and what to leave out when time is short?

In this course, you will learn speech preparation and audience analysis techniques that apply to small virtual meetings, large public gatherings, mass media interviews, and everything in between. Students will draw on previous research knowledge and personal experience to craft and revise speeches for memorized, read, or extemporaneous presentations. Some attention will be given to speech delivery. The course is excellent preparation for additional public speaking coursework.

Course Credit:
Course equivalencies will be listed as 2 credits in Speechwriting for the final evaluation. No partial credit will be given for this course.

Learning Objectives:
• write clear, coherent, easy-to-follow presentations for a listening audience
• develop speech-preparation skills for scripted, extemporaneous, and impromptu speaking events
• understand basic audience analysis techniques and audience-centered argument construction
• expand repertoire of rhetorical strategies, including creative approaches for presenting information
• strengthen speech analysis and feedback skills
**Required Texts:**
All texts will be available online through Canvas or publicly accessible platforms. Texts include:

- Selected chapters from *A Concise Public Speaking Handbook* by Steven Beebe and Susan Beebe (2012)
- Selected chapters from *Public Speaking: The Virtual Text* by The Public Speaking Project (2020)
- Selected chapters from *Inviting Transformation* by Sonja and Karen Foss (recommended)
- Selected videos

**Assignments:**
- Pre-class reflective writing (*due Tues. Feb. 9*)
- Audience analysis survey (*online submissions Thurs. Feb. 10 and 11*)
- Speech #1: Speech manuscript read aloud (*due Sat. Feb. 13*)
- Speech #2 Outlined speech delivered extemporaneously or memorized (*due Sat. Feb. 20*)
- Brief reading notes (2-3 comments, key ideas, or questions) on each assigned reading (*prepared for each class*)

Additional information about readings and assignments will be available on Canvas and/or presented in class.

**Participation, Attendance, Late Work:**
We will aim to create a supportive and collaborative learning environment where everyone can experiment with new practices and skills regardless of their previous experience and skill level. Speechwriting and public speaking skills must be practiced to be learned, and audience feedback is an essential part of the learning experience. For this reason, full attendance is required for successful completion of this course. Please contact the faculty as soon as possible if you have an emergency that prevents full attendance.

Participation is required for successful completion of this course. Participation includes: coming to class fully prepared to discuss assigned reading and engage in class activities, actively participating in verbal discussions and asynchronous online activities, listening to others with respect and sharing speaking time equitably, offering constructive feedback, and avoiding distractions.

Turning in assignments late is not acceptable. However, if unavoidable circumstances make timely submission impossible, the student should contact the faculty before the assignment is due to discuss options. Late assignments must be completed by the revised due date to ensure full receipt of course credit.
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<tr>
<th>Date</th>
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| 2/9      | • Audience-Centered Speech Process  
          • Writing for the Ear, Speaking for the Eye  
          • Audience Analysis  
          • Content & Structure  
          • Ethics in Public Speaking | • Beebe & Beebe ch. 2, 3, & 11  
          • The Public Speaking Project ch. 5 | Pre-class reflective writing (including tentative speech topic ideas) |
| 2/10 & 2/11 | • Asynchronous audience analysis                                                                 |                                | Post survey by 2/10 and complete peer surveys by 2/11 |
| 2/13     | • Speech Presentations & Feedback  
          • Beliefs, Values, & Attitudes  
          • Outlining for Extemporaneous Speaking  
          • Introductions, Conclusions, & Other Memorable Moments | • Foss & Foss (optional chapters) | Written manuscript and rehearsed presentation |
| 2/20     | • Speech Presentations & Feedback  
          • Using Words Well: Framing and Story-telling  
          • Impromptu Speech “Writing” Strategies | • The Public Speaking Project ch. 10  
          • Selected videos | Written outline and rehearsed presentation |
| 2/23     |                                                                                   |                                | Self-evaluation & Faculty-evaluation                               |