

Public Address Syllabi Observations [From a survey of 15 online syllabi]

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GOALS & OBJECTIVES

GENERAL/UNIVERSAL GOALS COMMON TO MOST OF THE SYLLABI

- Identify key speeches in American public address
- Know the purposes, process and methods of rhetorical criticism
- Understand and be capable of applying several critical approaches to the study of public address
- Evaluate public oral communication by applying criteria to judge effects, ethics, truth and aesthetic quality
- To develop rhetorical interpretations of dominant social and political forces
- Analyze rhetorical problems faced by speakers, emphasizing those created by differing audience perceptions, ideologies and values

GOALS THAT STOOD OUT AS SOMEWHAT UNIQUE

Ben Attias, "Rhetoric of Popular Culture: Perspectives in American Rhetoric," California State University, Northridge

- To understand the ways in which particular ideas and subjectivities have been systematically excluded from our cultural discourse

James Andrews, "Public Dialogue in America to 1865," Indiana University

- Become acquainted with a sample of the kinds of research being done relevant to American public address both in rhetoric and other disciplines

Thomas W. Benson, "Rhetorical Criticism," Pennsylvania State University

- Become familiar with a selection of significant American speeches and other rhetorical texts that have both stimulated and resisted social change

John S. Gossett, "Public Address Studies from 1960-2000," University of North Texas

- Identify key positions articulated by speakers representing various political parties in presidential politics

David E. Powers, "Criticism of Public Discourse," Kent State University

- Understand the role and value of public oral communication in the development and resolution of selected controversies in a diverse society

Laura Sells, "Contemporary Public Address" Louisiana State University

- To discuss key issues about the study of and the ethical dimensions of public address, the criteria we use to evaluate speeches, the limitations on free speech, and the influence of mass communications in public address

Amy Slagell, "American Public Address," Iowa State University

- To discover resources, web-based and library-based, to enhance the study of speeches

Kirt H. Wilson, "History and Criticism of United States Public Address" University of Minnesota

- To consider, from a rhetorical perspective, this nation's enduring themes

TEXTS USED	
<i>American Rhetorical Discourse 2nd Edition</i> , Ronald Reid	7
<i>Man Cannot Speak for Her: V I & II</i> , Karlyn Korhs Campbell	3
Online speeches	6
Criticism - Journal articles	7
Course Packets	5
Miscellaneous handouts of speeches	5
<i>Rhetorical Criticism 2nd Edition</i> , Sonja Foss	1
<i>Lincoln at Gettysburg</i> , Garry Willis	1
<i>The Rhetorical Act 2nd Edition</i> , Karlyn Korhs Campbell	1
<i>Half Slave and Half Free</i> , Bruce Levine	1
<i>The Birth of the Republic</i> , Edmund Morgan	1
<i>Debate on the Constitution: Parts 1 & 2</i> , Bernard Bailyn	1
<i>Early American Writing</i> , Giles Gunn ed.	1
<i>Era of Persuasion</i> , E. Brooks Holifield	1
<i>A People's History of the United States</i> , Howard Zinn	1
<i>Contemporary American Public Discourse</i> , Halford Ross Ryan	1
<i>Three Centuries of American Rhetorical Discourse</i> , Ronald Reid	1
www.americanrhetoric.com/speechbank.htm	1

MULTIMEDIA MATERIALS	
Video/DVD	4
Outside speaking observation	2

MODES OF ASSESSMENT	Graduate	Undergraduate
Daily miscellaneous		2
Final exam	2	8
Journal responses	1	1
Midterm exam	1	7
Mock Debate	1	
Online Forum		1
Oral presentation	1	4
Papers	3	9
Participation	1	6
Quizzes		5
Journal Reviews	3	
Speech analysis	1	2
Study Questions	1	1

ORGANIZATION OF SYLLABUS	Graduate	Undergraduate
Topical	1	3
Chronological	2	8
Combination of both		1