

MLD-717B - ARTS OF COMMUNICATION

Harvard Kennedy School of Government Fall 2010

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CLASS MEETINGS

Class meetings include a lecture/discussion each Tuesday from 6:10-8pm in RG 20. There will also be a Thursday lecture/discussion on Sept. 2, Sept. 9, and Sept. 16 in RG 20. Starting the week of Sept. 20 and continuing for the rest of the semester, students will be divided into two sections—one on Thursdays, the other on Fridays—for oral speech presentations. Sections will be scheduled as follows:

RED GROUP—Thursdays, 6:10-8pm, RG 20

BLUE GROUP—Fridays, 1:10-3pm, L130

Please note that there are three exceptions to this general schedule: the week of Oct. 11, where we will have lecture (Tuesday, Oct. 12) but no Thursday or Friday sections; the week of Nov. 8, where sections will be held in RG 20 on Tuesday, Nov. 9, and in L130 on Friday, Nov. 12 (Thursday, Nov. 11 is a school holiday honoring Veterans Day); and the week of Nov. 22, which includes Thanksgiving Recess, when no lecture or sections are scheduled (Professor McCarthy will hold office hours on Monday and Tuesday of that week for students interested in talking with him about their final speeches). Final speeches will be delivered on Tuesday, Nov. 30 and Thursday, Dec. 2 from 6-9pm in RG 20. All students are required to attend both evenings of final speech presentations.

OVERVIEW AND OBJECTIVES

Today's leaders must have an ability not only to analyze thoughtfully and critically, but also to communicate clearly and persuasively. This course is designed for potential leaders in politics, public policy, and other professions. Its primary goal is to strengthen the capacity of each student to speak and write well; secondarily, it is intended to help students communicate with the public, either directly or through the media. Students are expected to read selected articles and documents in preparation for the lecture/discussion and, during weekly sections, to deliver short speeches that will be critiqued live and then made available in video form on the course web site.

COURSE OUTLINE

As a general proposition, the first session each week (Tuesdays) will be a lecture/discussion focusing on critical aspects of written and oral communication. These meetings will include select audio and video materials, as well as exercises, discussions, and impromptu speaking to help prepare students for section assignments. Sections will begin the week of Sept. 20, and will almost always be held on Thursdays from 6:10-8pm in RG 20, and on Fridays from 1:10-3pm in L130 (see “CLASS MEETINGS” for exceptions).

The course will primarily emphasize public oratory: how to find one’s voice; employ standard elements of persuasion; speak eloquently, passionately, and with authority; and express cultural identities and values. Along the way, the course will also address other aspects of public communication: the role of new media; writing op-eds; framing political issues; and delivering a toast, tribute, or eulogy. Over the course of the term, lectures and class discussions will highlight various rhetorical strategies like empathy, narrative, and humor. All assignments will require students to develop clear, substantive public messages that exhibit passion, intellect, and commitment. During the last week of class, each student will deliver an original speech on a topic of personal or political interest.

AUDIENCE

There is no prerequisite for this course. It is designed to be useful to all students who are interested in public communication with all levels of experience, both in the United States and international contexts. **Enrollment is limited to 40 students.** First priority will be given to Harvard Kennedy School students. Cross-registrants and auditors will be admitted on a case-by-case basis if there is still room in the course after the Kennedy School’s bidding process has ended. **This course is closed to undergraduates.**

EXPECTATIONS

Time requirements for this course are likely to be high. In addition to assigned readings, students will be required to participate actively in class discussions. Student presentations will be videotaped and made available on the course web site. Grades will be based on four short speech assignments, a 750-word op-ed, class attendance and participation, and one final speech. Since peer feedback is an important part of the class participation grade, attendance is required. Unexcused absences and excessive tardiness will negatively affect the final grade. Certain exceptions for sickness or personal emergency will be granted *only* if students contact Professor McCarthy via email *in advance* of the class meeting.

The use of laptops is not permitted in this course, unless a disability or special circumstance requires it. Students should speak to Professor McCarthy in person to obtain special permission to use laptops *for the singular purpose of note-taking* during class meetings.

ASSIGNMENTS

There is one written assignment: a 750-word op-ed piece suitable for publication, due on Friday, Sept. 17 (via email attachment in Microsoft Word). During the rest of the semester, each student will be required to give four oral presentations of roughly four minutes each (the final speech is a bit longer). Students will also be expected to provide meaningful written and oral feedback following section presentations.

GRADING

Written assignment (750-word op-ed)	20%
Oral Workshop Presentations	40% (10% each)

Class Participation and Written/Oral Feedback	20%
Final Speech	20%

It is the responsibility of each student to arrange to make up any missed assignments. Any assignment that remains incomplete at the end of the term will receive a failing grade.

COURSE MATERIALS

All assigned readings should be completed **by the date they are listed on the syllabus**, unless otherwise stated. The required course pack—available in two installments—will be distributed through the Course Materials Office (CMO). In addition, there are four required books, which are available for purchase at the Harvard Coop, and on reserve at the HKS Library:

- George Lakoff, *Don't Think of an Elephant!* (Chelsea Green, 2004)
- Jay Heinrichs, *Thank You for Arguing: What Aristotle, Lincoln, and Homer Simpson Can Teach Us about the Art of Persuasion* (Three Rivers, 2007)
- Erik Ringmar, *A Blogger's Manifesto* (Anthem, 2007)
- William Safire, ed. *Lend Me Your Ears: Great Speeches in History* (Norton, 2004)

For a free downloadable version of Ringmar's *A Blogger's Manifesto*:

<http://www.archive.org/details/ABloggersManifestoFreeSpeechAndCensorshipInTheAgeOfTheInternet>

I also recommend these five texts:

- Jay Allison and Dan Gediman, ed. *This I Believe: The Personal Philosophies of Remarkable Men and Women* (Henry Holt, 2007)
- Andras Szanto, ed. *What Orwell Didn't Know: Propaganda and the New Face of American Politics* (Public Affairs, 2007)
- Roger Ailes, *You Are the Message* (Currency, 1988)
- Peggy Noonan, *On Speaking Well* (ReganBooks, 1999)
- Jack Valenti, *Speak Up with Confidence* (Hyperion, 2002)

The location of the readings on the syllabus below is indicated as

- R** – a required or recommended book listed above
- P** – in the course packet available from the Course Materials Office
- O** – on-line, either through a public website or via the Class Page

For all written and oral assignments, students are strongly encouraged to refer to the on-line version of Strunk and White's *Elements of Style* at [<http://www.bartleby.com/141/>]

The following web sites contain a broad range of famous speeches in text, audio, and video form: [<http://americanrhetoric.com/>] and [www.tcc.vccs.edu/lrc/guides/speeches.htm]

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COURSE SCHEDULE

WEEK ONE: INTRODUCTION

TUES, 8/31 Shopping Day: Course Overview, Land Auditorium, 4 – 5:30pm, **ALL COMERS**

THURS, 9/2 Lecture, RG 20, 6:10 – 8pm, **ENTIRE CLASS**
“Why We Write (and Speak)—and What Happens When We Don’t”

Reading Assignment:

O – Declaration of Independence (1776)

<http://www.ushistory.org/declaration/document/index.htm>

O – First Amendment, Constitution of the United States (1791)

<http://www.law.cornell.edu/constitution/constitution.billofrights.html>

P – George Orwell, “Why I Write,” “Politics and the English Language (1946)

P – Nicholas Lemann, “The Limits of Language,” in Andras Szanto, ed. *What Orwell Didn’t Know: Propaganda and the New Face of American Politics* (Public Affairs, 2007)

P – Timothy Patrick McCarthy, “Why I Write,” in Jim Downs, ed. *Why We Write: The Politics and Practice of Writing for Social Change* (Routledge, 2005)

O – Susan Faludi, “Speak for Yourself,” *New York Times Magazine*, Jan. 26, 1992

<http://ezp1.harvard.edu/login?url=http://proquest.umi.com.ezp1.harvard.edu/pqdweb?did=290303372&sid=1&Fmt=10&clientId=11201&RQT=309&VName=HNP>

R – “Preface,” “An Introductory Address,” in Safire, *Lend Me Your Ears*, pp. 21-37

P – Frederick Douglass, *Narrative of the Life of Frederick Douglass, An American Slave* (1845; Penguin Classics, 1986), selections

P – Arthur Miller, “American Playhouse: On Politics and the Art of Acting,” *Harper’s Magazine* (2001)

WEEKS TWO & THREE: COMMUNICATING IN A DEMOCRATIC SOCIETY

TUES, 9/7 Lecture, RG 20, 6:10 – 8pm, **ENTIRE CLASS**
“The Elements of Rhetoric: Logos, Ethos, Pathos”

Reading Assignment:

O – Aristotle on Rhetoric <http://americanrhetoric.com/aristotleonrhetoric.htm>

R – Jay Heinrichs, *Thank You for Not Arguing*, chapters 1-13, Appendix I

THURS, 9/9 Lecture, RG 20, 6:10 – 8pm, **ENTIRE CLASS**
“Making Your Voice Heard: Writing and Publishing an Op-Ed”

Reading Assignment:

R – Heinrichs, *Thank You for Not Arguing*, chapters 14-25

O – Robert Semple, Jr., “All the Views That Are Fit to Print,” *New York Times*, Sept. 30, 1990

[http://www.lexisnexis.com.ezp1.harvard.edu/us/lnacademic/api/version1/sr?shr=t&csi=6742&sr=HLEAD\(All+the+Views\)+AND+DATE+IS+09/30/1990](http://www.lexisnexis.com.ezp1.harvard.edu/us/lnacademic/api/version1/sr?shr=t&csi=6742&sr=HLEAD(All+the+Views)+AND+DATE+IS+09/30/1990)

O – David Shipley, “And Now a Word from Op-Ed,” *New York Times*, Feb. 1, 2004

[http://www.lexisnexis.com.ezp1.harvard.edu/us/lnacademic/api/version1/sr?shr=t&csi=6742&sr=HLEAD\(Now+a+Word\)+AND+DATE+IS+02/01/2004](http://www.lexisnexis.com.ezp1.harvard.edu/us/lnacademic/api/version1/sr?shr=t&csi=6742&sr=HLEAD(Now+a+Word)+AND+DATE+IS+02/01/2004)

P – Marie Danziger, “Criteria for Publishable Op-Eds”

P – HKS Communications Program, “Guidelines for Writing Op-Ed Pieces”

TUES, 9/14 Discussion, RG 20, 6:10 – 8pm, **ENTIRE CLASS**
“Making An Argument: Discussion of Sunday’s Papers”

Reading Assignment:

Students should also read the Sunday op-eds from:

- O – *The New York Times* <http://www.nytimes.com>
- O – *The Washington Post* <http://www.washingtonpost.com>
- O – *The Boston Globe* <http://www.boston.com/news/globe>
- O – *The Wall Street Journal* <http://www.online.wsj.com/public/us>

THURS, 9/16 Lecture, RG 20, 6:10 – 8pm, **ENTIRE CLASS**

“Blogs, Facebooks, and Tweets: New Media and the Post-Modern Age”

Reading Assignment:

- R – Erik Ringmar, *A Blogger’s Manifesto*
- P – Neil Postman, “The Information Age: A Blessing or a Curse?” (1995)

Writing Assignment: 750-word op-ed piece due Friday, Sept. 17 by 5pm

WEEK FOUR: COMMUNICATING IN TIMES OF CRISIS

TUES, 9/21 Lecture, RG 20, 6:10 – 8pm, **ENTIRE CLASS**

“Rising to the Occasion: Public Leadership in Difficult Times”

Reading Assignment:

- O – Frederick Douglass, “What to the Slave is the Fourth of July?” (1852)
<http://www.pbs.org/wgbh/aia/part4/4h2927t.html>
- R – Abraham Lincoln, First Inaugural (1861) and Second Inaugural (1864), in Safire, pp. 894-900, 493-496
- R – Elizabeth Cady Stanton, Address to the Woman Suffrage Convention (1868), in Safire, pp. 681-683
- R or O – Eugene Debs, Speech to the Jury (1918), in Safire, pp. 360-363
http://forum.wgbh.org/wgbh/forum.php?lecture_id=3255
- R – Mahatma Gandhi, Defense of His Beliefs (1922), in Safire, pp. 363-368
- R – Haile Selassie, An Appeal to the League of Nations (1936), in Safire, pp. 317-320
- O – Franklin D. Roosevelt, First Inaugural (1933), Declaration of War on Japan (1941)
<http://www.americanrhetoric.com/speeches/fdrfirstinaugural.html>
<http://www.americanrhetoric.com/speeches/fdrpearlharbor.htm>
- R – Winston Churchill, Miracle of Deliverance Speech (1940), in Safire, pp. 146-151
- O – John F. Kennedy, Cuban Missile Crisis Speech (1962), Berlin Wall Speech (1963)
<http://www.americanrhetoric.com/speeches/jfkubanmissilecrisis.html>
<http://www.americanrhetoric.com/speeches/jfkberliner.html>
- R, O – Lyndon B. Johnson, Speech on Vietnam (1968), in Safire, pp. 435-442
<http://www.americanrhetoric.com/speeches/lbjvietnam.htm>
- R, O – Barbara Jordan, On the Impeachment of Richard Nixon (1974), in Safire, pp. 998-1002
<http://www.americanrhetoric.com/speeches/barbarajordanjudiciarystatement.htm>
- R – Ronald Reagan, Speech on Communism (1982), in Safire, pp. 1019-1024
- O – Nelson Mandela, Speech on His Release from Prison (1990)
<http://www.anc.org.za/ancdocs/history/mandela/1990/release.html>
- R – Vaclav Havel, Presidential Address (1990), in Safire, pp. 744-750
- R – Benazir Bhutto, Address to the Beijing Conference (1995), in Safire, pp. 758-762

- O – George W. Bush, 9/11 Speeches (2001)
<http://www.americanrhetoric.com/speeches/gwbush911florida.htm>
<http://www.americanrhetoric.com/speeches/gwbush911barksdale.htm>
<http://www.americanrhetoric.com/speeches/gwbush911addresstothenation.htm>

R – Jack Valenti, “Grading Presidential Speaking Styles,” from *Speak Up With Confidence* (Hyperion, 2002), pp. 175-191

O – Marie Danziger, “Crisis Communication” (2000) (*class page*)

O – John Schwartz, “The Truth Hurts: Efforts to Calm the Nation’s Fears Spin Out of Control,” *New York Times*, October 28, 2001

[http://www.lexisnexis.com.ezp1.harvard.edu/us/inacademic/api/version1/sr?shr=t&csi=6742&sr=HLEAD\(The+Truth+Hurts\)+AND+DATE+IS+10/28/2001](http://www.lexisnexis.com.ezp1.harvard.edu/us/inacademic/api/version1/sr?shr=t&csi=6742&sr=HLEAD(The+Truth+Hurts)+AND+DATE+IS+10/28/2001)

THURS, 9/23 Section, RG 20, 6:10 – 8pm, **RED GROUP**
Section Assignment: 4-minute problem/solution speech (RED-A)

FRI, 9/24 Section, L130, 1:10 – 3pm, **BLUE GROUP**
Section Assignment: 4-minute problem/solution speech (BLUE-A)

WEEK FIVE: FRAMING THE DEBATE

TUES, 9/28 Lecture, RG, 6:10 – 8pm, **ENTIRE CLASS**
 “Don’t Think of an Elephant: Metaphors, Messaging, and Mobilization”

Reading Assignment:

R – George Lakoff, *Don’t Think of an Elephant*

P – George Lakoff, “What Orwell Didn’t Know about the Brain, the Mind, and Language,” in Szanto, pp. 67-74

P – Drew Westen, “The New Frontier: The Instruments of Emotion,” in Szanto, pp. 75-86

P – Drew Westen, *The Political Brain: The Role of Emotion in Deciding the Fate of the Nation* (Public Affairs, 2007), introduction and ch. 1

P – Luntz, *Words That Work*, ch. 12-13, Appendix B

O – Matt Bai, “The Framing Wars,” *New York Times*, July 17, 2005

[http://www.lexisnexis.com.ezp1.harvard.edu/us/inacademic/api/version1/sr?shr=t&csi=6742&sr=HLEAD\(The+Framing+Wars\)+AND+DATE+IS+07/17/2005](http://www.lexisnexis.com.ezp1.harvard.edu/us/inacademic/api/version1/sr?shr=t&csi=6742&sr=HLEAD(The+Framing+Wars)+AND+DATE+IS+07/17/2005)

O – 2008 Democratic and Republican Party Platforms

THURS, 9/30 Section, RG 20, 6:10 – 8pm, **RED GROUP**
Section Assignment: 4-minute problem/solution speech (RED-B)

FRI, 10/1 Section, L130, 1:10 – 3pm, **BLUE GROUP**
Section Assignment: 4-minute problem/solution speech (BLUE-B)

WEEK SIX: CONNECTING WITH YOUR AUDIENCE

TUES, 10/5 Lecture, RG 20, 6:10 – 8pm, **ENTIRE CLASS**
 Public Speaking Workshop: Feedback from First Round of Speeches

THURS, 10/7 Section, RG 20, 6:10 – 8pm, **RED GROUP**

Section Assignment: 4-minute framing speech (RED-A)

FRI, 10/8 Section, L130, 1:10 – 3pm, **BLUE GROUP**
Section Assignment: 4-minute framing speech (BLUE-A)

WEEK SEVEN: STORIES AND VALUES

TUES, 10/12 Lecture, RG 20, 6:10 – 8pm, **ENTIRE CLASS**
“Identity, Agency, Action: What is a Public Narrative?”
Guest Lecture: Marshall Ganz, Harvard Kennedy School

Reading Assignment:

- O** – Marshall Ganz, “The Power of Story in Social Movements” (2001)
- O** – Marshall Ganz, “What is Public Narrative?” (working paper, 2007)
(Both of these papers are available via the Kennedy School home page > people > faculty > Marshall Ganz > publications)
- P** – Martha Nussbaum, “Emotions and Judgments of Value,” in *Upheavals of Thought: The Intelligence of Emotions* (Cambridge, 2001), pp. 19-33
- P** – Howard Gardner, *Leading Minds: An Anatomy of Leadership* (BasicBooks, 1995), ch. 3
- P** – Stephen L. Carter, *Integrity* (BasicBooks, 1996), ch. 13
- O** – Martin Luther King, Jr., “I’ve Been to the Mountaintop” Speech (1968)
<http://www.americanrhetoric.com/speeches/mlkivebeentothemountaintop.htm>
- O** – Lyndon B. Johnson, Address on Voting Rights (1965)
<http://www.americanrhetoric.com/speeches/lbjweshallovercome.htm>
- P** – Harvey Milk, The “Hope” Speech (1976), in Randy Shilts, *The Mayor of Castro Street* (St. Martin’s, 1982), pp. 359-363
- O** – Mario Cuomo, Democratic Convention Keynote Address (1984)
<http://www.americanrhetoric.com/speeches/cuomo1984dnc.htm>
- R** – Dalai Lama, Nobel Evening Address (1989), in Safire, pp. 527-532
- R** – Colin Powell, Howard University Commencement Address (1994), in Safire, pp. 1118-1124
- O** – Barack Obama, Democratic Convention Keynote Address (2004)
<http://www.americanrhetoric.com/speeches/convention2004/barackobama2004dnc.htm>

THURS, 10/14 & FRI, 10/15 ***NO SECTIONS THIS WEEK***

WEEK EIGHT: IDENTITY AND INTEGRITY

TUES, 10/19 Lecture, RG 20, 6:10 – 8pm, **ENTIRE CLASS**
“Keeping It Real: Personal Values and the Color of Your Lens”

Reading Assignment:

- R** – Jay Allison, ed. *This I Believe*, selections
- R** – Peggy Noonan, *On Speaking Well* (ReganBooks, 1999), pp. 194-208
- P** – Stephen L. Carter, *Integrity* (BasicBooks, 1996), ch. 1
- R** – Roger Ailes, *You Are the Message* (Currency, 1988), pp. 91-103
- P** – Susan Sontag, *Regarding the Pain of Others* (Farrar, Straus, and Giroux, 2003), pp. 3-17, 64-73, 99-118

- P** – Lilyan Wilder, “The Key: Being Real,” in *Talk Your Way to Success* (1986), pp. 55-72
- O** – Marie Danziger, “Building Trust” (2000) (*class page*)
- R** – Sojourner Truth, “Ar’n’t I a Woman?” (1851), in Safire, pp. 684-685
- R** – Edward R. Murrow, Speech on the Future of TV Journalism (1958), in Safire, pp. 771-778
- O** – John F. Kennedy, Speech to Houston Ministers (1960)
<http://www.americanrhetoric.com/speeches/jfkhoustonministers.html>
- O** – Martin Luther King, Jr., “A Time to Break Silence” (1967)
<http://www.americanrhetoric.com/speeches/mlkatimetobreaksilence.htm>
- R** – Yitzhak Rabin, Speech on Israeli-Palestinian Peace Agreement (1993), in Safire, pp. 170-173
- O** – Barack Obama, “A More Perfect Union” (2008)
<http://www.barackobama.com/tv/speeches.php>
- R or O** – Lou Gehrig, Farewell Address (1939), in Safire, pp. 423-424
<http://www.americanrhetoric.com/speeches/lougehrigfarewelltobaseball.htm>
- O** – John Kerry, Speech to the Senate Foreign Relations Committee (1971)
<http://hnn.us/articles/3631.html>
- R** – Elie Weisel, Appeal to President Reagan (1985), in Safire, pp. 735-738
- O** – Ronald Reagan, Challenger Disaster Speech (1986)
<http://www.americanrhetoric.com/speeches/ronaldreaganchallenger.htm>
- O** – Mary Fisher, “A Whisper of AIDS” (1992)
<http://www.americanrhetoric.com/speeches/maryfisheraids.html>
- R or O** – William Jefferson Clinton, Speech to Memphis Ministers (1993), in Safire, pp. 567-573
<http://www.americanrhetoric.com/speeches/wjclintonmemphis.htm>
- O** – Larry Kramer, “The Tragedy of Today’s Gays” (2004)
http://www.queervisions.com/arch/2005/06/kramer_the_trag_1.html
- O** – Timothy Patrick McCarthy, “Stonewall’s Children: Life, Loss, and Love after Liberation” (2009 Papadopoulos Lecture)
<http://www.hks.harvard.edu/cchrp/events/2009/month04/papadopoulos.php>

THURS, 10/21 Section, RG 20, 6:10 – 8pm, **RED GROUP**
Section Assignment: 4-minute framing speech (RED-B)

FRI, 10/22 Section, L130, 1:10 – 3pm, **BLUE GROUP**
Section Assignment: 4-minute framing speech (BLUE-B)

* **Happy Hour** * Friday, October 22nd * 6-8pm *
* **Quincy House Senior Common Room** * 58 Plympton Street *

WEEK NINE: TOASTS, TRIBUTES, AND EULOGIES

TUES, 10/26 Lecture, RG 20, 6:10 – 8pm, **ENTIRE CLASS**
“On Graciousness and Grace”

Reading Assignment:

- R** – Noonan, “Toasts and Tributes,” in *On Speaking Well*, pp. 152-174
- R** – Abraham Lincoln, Gettysburg Address (1863), in Safire, pp. 59-61
- R** – Frederick Douglass, Tribute to Lincoln (1876), in Safire, pp. 195-200
- O** – Franklin Delano Roosevelt, D-Day Prayer (1944)

<http://www.fdrlibrary.marist.edu/odddayp.html>

R – Jawaharlal Nehru, Eulogy for Gandhi (1948), in Safire, pp. 223-225

R – John F. Kennedy, Tribute to Robert Frost (1963), in Safire, pp. 226-229

R, O – Robert F. Kennedy, On the Assassination of Dr. King (1968), in Safire,
pp. 229-231 <http://www.americanrhetoric.com/speeches/rfkonmlkdeath.html>

O – Earl of Spencer, Tribute to Diana, Princess of Wales (1997)

http://www.eulogywriters.com/princess_diana.htm

O – Cyrus M. Copeland, “Death, Be Not Ponderous,” *New York Times*, Oct. 31, 2004
[http://www.lexisnexis.com.ezpl.harvard.edu/us/lnacademic/api/version1/sr?shr=t&csi=6742&sr=HLEAD\(Death+Be+Not\)+AND+DATE+IS+10/31/2004](http://www.lexisnexis.com.ezpl.harvard.edu/us/lnacademic/api/version1/sr?shr=t&csi=6742&sr=HLEAD(Death+Be+Not)+AND+DATE+IS+10/31/2004)

THURS, 10/28 Section, RG 20, 6:10 – 8pm, **RED GROUP**
Section Assignment: 4-minute values speech (RED-A)

FRI, 10/29 Section, L130, 1:10 – 3pm, **BLUE GROUP**
Section Assignment: 4-minute values speech (BLUE-A)

WEEK TEN: SPEAKING IN SOUND BITES

TUES, 11/2 Lecture, RG 20, 6:10 – 8pm, **ENTIRE CLASS**
“On the Spot: What to Say—and How to Say It”

Reading Assignment:

R – Valenti, “The Comic Line,” in *Speak Up With Confidence*, pp. 89-118

R – Ailes, *You Are the Message*, pp.185-202

P – Deborah Tannen, *The Argument Culture*, pp. 3-26

P – Deborah L. Flick, *From Debate to Dialogue*, pp. 111-119

P – Drew Westen, *The Political Brain*, pp. 317-347

P – Harwood Group, “Meaningful Chaos: How People Form Relationships with Public Concerns,” pp. 41-48

P – David Gergen, “20 General Tips for Political Debates” and “Notes on Press Relations”

P – Marie Danziger, “Creative Refutation” and “Guidelines for Debate”

P – Carole Howard, “When a Reporter Calls,” *Communicating in Business Today*, pp. 614-617

P – Mimi Goss, “News Conferences and Interviews: Basic Precepts” and “Checklist for Developing a Media Plan”

O – The Ruckus Society, “The Ruckus Society Media Manual”
<http://ruckus.org/article.php?id=101>

THURS, 11/4 Section, RG 20, 6:10 – 8pm, **RED GROUP**
Section Assignment: 4-minute values speech (RED-B)

FRI, 11/5 Section, L130, 1:10 – 3pm, **BLUE GROUP**
Section Assignment: 4-minute values speech (BLUE-B)

WEEK ELEVEN: MAKE-UP WEEK

TUES, 11/9 Section, RG 20, 6:10 – 8pm, **RED GROUP**
Section Assignment: 4-minute toast, tribute, or eulogy (RED-A)

THURS, 11/11 NO CLASS—VETERANS DAY

FRI, 11/12 Section, L130, 1:10 – 3pm, **BLUE GROUP**
Section Assignment: 4-minute toast, tribute, or eulogy (BLUE-A)

WEEK TWELVE: THE TENACITY OF HOPE

TUES, 11/16 Lecture, RG 20, 6:10 – 8pm, **ENTIRE CLASS**
“The Enduring Appeal of Optimism”

Reading Assignment:

- R, O** – John F. Kennedy, Inaugural Address (1961), in Safire, pp. 969-973
<http://www.americanrhetoric.com/speeches/jfkinaugural.htm>
- R, O** – Martin Luther King, Jr., “I Have a Dream” Speech (1963), in Safire,
pp. 560-565 <http://www.americanrhetoric.com/speeches/mlkihaveadream.htm>
- O** – Ronald Reagan, First Inaugural Address (1981)
<http://www.americanrhetoric.com/speeches/ronaldreagandfirstinaugural.html>
- O** – Barack Obama, Democratic Convention Address (2008)
- O** – Barack Obama, Inaugural Address (2009)
- O** – Peter Applebome, “Is Eloquence Overrated?” *New York Times*, Sunday,
Jan. 13, 2008
[http://www.lexisnexis.com.ezp1.harvard.edu/us/lnacademic/api/version1/sr?shr=t&csi=6742&sr=HLEAD\(Is+Eloquence+Overrated\)+AND+DATE+IS+01/13/2008](http://www.lexisnexis.com.ezp1.harvard.edu/us/lnacademic/api/version1/sr?shr=t&csi=6742&sr=HLEAD(Is+Eloquence+Overrated)+AND+DATE+IS+01/13/2008)
- O** – James Fallows, “Rhetorical Questions,” *Atlantic Monthly*, September 2008
<http://www.theatlantic.com/doc/200809/fallows-debates>

THURS, 11/18 Section, RG 20, 6:10 – 8pm, **RED GROUP**
Section Assignment: 4-minute toast, tribute, or eulogy (RED-B)

FRI, 11/19 Section, L130, 1:10 – 3pm, **BLUE GROUP**
Section Assignment: 4-minute toast, tribute, or eulogy (BLUE-B)

WEEK TWELVE: INDIVIDUAL MEETINGS

MON, 11/22 Open Office Hours, noon-5pm, 206 Rubenstein

TUES, 11/23 Open Office Hours, noon-5pm, 206 Rubenstein

THURS, 11/25 NO CLASS—THANKSGIVING RECESS

WEEK THIRTEEN: THE GRAND FINALE

TUES, 11/30 Final Student Speeches, RG 20, 6 – 9pm, **ENTIRE CLASS**

THURS, 12/2 Final Student Speeches, RG 20, 6 – 9pm, **ENTIRE CLASS**

* End-of-Year Celebration * Friday, December 3rd * 6-8pm *
* Quincy House Senior Common Room * 58 Plympton Street *