DPI-802 MA
The Arts of Communication
January 2018

“Each speech has a job to do. Figure out what it is and make sure it gets done.”

Peggy Noonan

“The human mind is a pattern-seeking, story-telling device.”

Stephen Jay Gould

“The mind is a wonderful thing. It starts working the minute you’re born and never stops until you get up to speak in public.”

Roscoe Drummond

Instructor: Holly Weeks
Office: Belfer 210
holly_weeks@hks.harvard.edu

Office Hours: Friday 1/5 3:50-6:00, Wednesday 1/10 3:50-6:00, by appointment
Office hours also may be held in the classroom, Weil Town Hall Belfer Lobby (BL1)

Faculty Assistant: Derya Honca
Derya_Honca@hks.harvard.edu

Class Meetings Belfer Lobby 1 (BL1) Weil Town Hall

This is a complex schedule. Please see the course calendar at the end of the syllabus.

Full-class meetings include a lecture/discussion on Tuesday January 2, 10:00-1:30, and a baseline workshop Tuesday January 2, 2:30-6:00; and lecture/discussions on Friday January 5, 1:00-3:30, and Wednesday January 10, 1:00-3:30 in Belfer Lobby 1 (BL1) Weil Town Hall.

Required sections are assigned and are scheduled for half the class on the mornings or afternoons of Wednesday January 3, Monday January 8, and Thursday January 11. The other half of the class will meet (mornings or afternoons) on Thursday January 4, Tuesday January 9, and Friday January 12. Assigned sections:

<table>
<thead>
<tr>
<th>Section</th>
<th>Dates</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>RED 1</td>
<td>1/3, 1/8, 1/11</td>
<td>9:30am—1:30pm</td>
<td>Belfer Lobby1 (BL1)</td>
</tr>
<tr>
<td>RED 2</td>
<td>1/3, 1/8, 1/11</td>
<td>2:00pm—6:00pm</td>
<td>Belfer Lobby1 (BL1)</td>
</tr>
<tr>
<td>BLUE 1</td>
<td>1/4, 1/9, 1/12</td>
<td>9:30am—1:30pm</td>
<td>Belfer Lobby1 (BL1)</td>
</tr>
<tr>
<td>BLUE 2</td>
<td>1/4, 1/9, 1/12</td>
<td>2:00pm—6:00pm</td>
<td>Belfer Lobby1 (BL1)</td>
</tr>
</tbody>
</table>

Overview and Objectives
Today’s leaders must have the ability to communicate clearly and persuasively, as well as analyze thoughtfully. This course is designed for potential leaders in politics and public policy as well as other professions. Its goal is to strengthen your capacity to present yourself and your ideas well, speaking with authenticity, eloquence, and authority. The course emphasizes how to find your voice, shape your speaking persona, structure an effective presentation for your listeners, and work with effective elements of persuasion. Speaking assignments require students to develop important messages that combine substance, passion, and commitment, and to take difficult questions. Students will stand in front of their class section giving brief speeches, taking questions, and receiving—and, in turn, giving—feedback. The speeches will be available as streamed video on the course webpage for later review.

Course Outline
The module is highly compressed for January term and consists of three strands that run concurrently. Full-class lecture/discussions focus on critical aspects of public speaking in the context of leadership situations. Sections, which divide the class into four assigned working groups of eight, are the occasions for students to hone their speaking skills. Readings and video clips bring greater breadth and depth to students’ understanding of the principles and characteristics of excellent and genuine public speaking. This module differs from other DPI-802 classes in focusing exclusively on speeches, and does not include writing assignments.

Audience
There are no prerequisites for this course. It is designed to be useful to all students, with all levels of experience, interested in public communication in both American and international contexts. Enrollment is limited by the performance nature of the course. Students do not need to petition the professor for admission. Auditors are not permitted in DPI-802 MA. Sections are assigned

Expectations
Time requirements for this course are likely to be medium-high; the scheduling is intensive but each section meets one morning or afternoon over the course of two days. (Please see the course calendar as the scheduling is complex.) The readings are complementary to the classroom sessions and are compacted by the nature of the schedule. Students are required to present frequently and participate professionally in feedback sessions. Grades will be based on the speeches and on class professionalism—particularly on contributing constructive spoken and written feedback on others’ speeches. Since speeches and feedback are fundamental to learning, full attendance is required in all classes and assigned sections of this tightly scheduled module. A doctor’s written excuse is required for an absence. One or more unexcused absences will affect the final grade. There are no exceptions to this policy.

You are expected to abide by the University policies on academic honesty and integrity as given in the Student Handbook. Violations of these policies will not be tolerated and are subject to severe sanctions up to and including expulsion from the University.
Assignments
Each student will be required to give one ungraded baseline speech of 2 minutes in the first class, and three speeches of 4 minutes followed by questions and answers during assigned section meetings. In addition, all students are expected to provide meaningful written and oral feedback to presenters in their section. There is no final exam. All assignments are due on the date under which they are listed, without exception.

Grading
Speeches 85%
Class professionalism and written and oral feedback 15%

Attendance is required at each assigned section. Any assignment that remains unfulfilled receives a failing grade.

Course Materials
Copies of the Required and Recommended books will be on reserve in the HKS library. Other course materials will be available on the coursepage. They will include both practical and theoretical readings, and additional video clips and commentary.

There are eight books that students may wish to purchase at The Coop. There are also used copies available through vendors such as Amazon. Two are required reading and the others are recommended.

Required:  

Recommended:  
Jay Allison and Dan Gediman, *This I Believe: The Personal Philosophies of Remarkable Men and Women* (Holt, 2006)  
Bob Elliott and Kevin Carroll, *Make Your Point!* (AuthorHouse, 2005)  
Annette Simmons, *Whoever Tells the Best Story Wins* (AMACOM, 2007)  
Gerry Spence, *How to Argue and Win Every Time* (St. Martin’s Press, 1995)  

These websites contain a broad range of famous speeches—texts, audio, and video:  
[www.americanrhetoric.com](http://www.americanrhetoric.com) and [www.tcc.vccs.edu/lrc/guides/speeches.htm](http://www.tcc.vccs.edu/lrc/guides/speeches.htm)

Where to Find Readings
In this syllabus, readings are marked
(B) a required or recommended book listed above
(O) online, either through a public website or via the course page

Hard copies of the Required and Recommended books above will be on reserve in the HKS library.

Access to Course Website
Class communication of notes, announcements, readings, and changes will be made through the course page. The course page is found via CANVAS.

Class Schedule

Tuesday, January 2    Taking Your Ideas to Your Audience

10:00-1:30
Lecture and discussion in Weil Town Hall Belfer Lobby1 (BL1)

2:30-6:00
Baseline Presentation

Required readings:
(B) Jay Heinrichs, Thank You for Arguing, chapters 1-13, Appendix 1.

Recommended readings:
(O) Edward Abbey, “The Cowboy and His Cow” from John Loughery’s The Eloquent Essay.
Wednesday, January 3/ Thursday, January 4    Round 1: Presentations

Section meetings in Belfer Lobby1 (BL1)

Wednesday:
AM: 9:30-1:30    RED 1
PM: 2:00-6:00    RED 2

Thursday:
AM: 9:30-1:30    BLUE 1
PM: 2:00-6:00    BLUE 2

Section assignment: 4-minute “problem/solution” speech + 2-minute Q&A

Friday, January 5    Carrying Your Point

1:00-3:30pm
Lecture and discussion in Belfer Lobby1 (BL1)

Readings:
(In-class handout) Neal Yanofsky, “Where We Are, Where We Are Going”.

Recommended readings:
(B) Jay Heinrichs, Thank You for Arguing, chapters 14-25.
(O) Marie Danziger, “Guidelines for More Effective Public Speaking.”
(O) Madeleine Kunin, Living a Political Life, pp. 61-70.

3:50-6:00pm   Office hours   Location Belfer 210

Monday, January 8 / Tuesday, January 9    Round 2: Presentations

Section meetings in Belfer Lobby1 (BL1)

Monday:
AM: 9:30-1:30    RED 1
PM: 2:00-6:00    RED 2

Tuesday:
AM: 9:30-1:30    BLUE 1
PM: 2:00-6:00    BLUE 2

Section assignment: 4-minute “frame argument” speech + 2-minute Q&A

Wednesday, January 10    Putting It All Together

1:00-3:30
Lecture and discussion in Belfer Lobby1 (BL1)

Required readings:
(B) Annette Simmons, *The Story Factor* (Basic Books, 2006)

**Recommended readings:**

3:50-6:00pm  Office hours  Location Belfer 210

**Thursday, January 11 / Friday, January 12  Round 3: Presentations**

**Section meetings in Belfer Lobby1 (BL1)**

<table>
<thead>
<tr>
<th>Thursday:</th>
<th>Friday:</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM: 9:30-1:30</td>
<td>RED 1</td>
</tr>
<tr>
<td>PM: 2:00-6:00</td>
<td>RED 2</td>
</tr>
</tbody>
</table>

**Section assignment:** 4-minute “story or values” speech + 2-minute Q&A

**Date TBD**  **Make-up Class(es), if needed**

9:00-1:00  &  1:00-5:00  **Room TBD**
Sections are assigned.

<table>
<thead>
<tr>
<th></th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>AM</td>
<td>10:00-1:30 Lecture and Discussion</td>
<td>9:30-1:30 Red 1 Presentation 1</td>
<td>9:30-1:30 Blue 1 Presentation 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PM</td>
<td>2:30–6:00 Full Class Baseline Presentations</td>
<td>2:00–6:00 Red 2 Presentation 1</td>
<td>2:00–6:00 Blue 2 Presentation 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>AM</td>
<td>9:30-1:30 Red 1 Presentation 2</td>
<td>9:30-1:30 Blue 1 Presentation 2</td>
<td>9:30-1:30 Red 1 Presentation 3</td>
<td>9:30-1:30 Blue 1 Presentation 3</td>
<td></td>
</tr>
<tr>
<td>PM</td>
<td>2:00-6:00 Red 2 Presentation 2</td>
<td>2:00-6:00 Blue 2 Presentation 2</td>
<td>1:00-3:30 Lecture and Discussion</td>
<td>2:00-6:00 Red 2 Presentation 3</td>
<td>2:00-6:00 Blue 2 Presentation 3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3:50-6:00 Office Hours</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sections are assigned.
Sections are assigned.

<table>
<thead>
<tr>
<th></th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>PM</td>
<td></td>
<td></td>
<td>9:30-1:30</td>
<td>9:30-1:30</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>12:00-3:00</td>
<td>Red 1 Presentation 1</td>
<td>Blue 1 Presentation 1</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lecture and Discussion</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3:30–6:00</td>
<td>Red 2 Presentation 1</td>
<td>Blue 2 Presentation 1</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lecture and Discussion</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2:30-5:30</td>
<td>2:30-5:30</td>
<td>2:30-5:30</td>
<td>1:00-3:30</td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>AM</td>
<td>9:30-1:30</td>
<td>9:30-1:30</td>
<td>9:30-1:30</td>
<td>9:30-1:30</td>
<td>9:30-1:30</td>
</tr>
<tr>
<td></td>
<td>Red 1 Presentation 2</td>
<td>Blue 1 Presentation 2</td>
<td>Red 1 Presentation 3</td>
<td>Blue 1 Presentation 3</td>
<td></td>
</tr>
<tr>
<td>PM</td>
<td>2:30-5:30</td>
<td>2:30-5:30</td>
<td>1:00-3:30</td>
<td>2:30-5:30</td>
<td>2:30-5:30</td>
</tr>
<tr>
<td></td>
<td>Red 2 Presentation 2</td>
<td>Blue 2 Presentation 2</td>
<td>Lecture and Discussion</td>
<td>Red 2 Presentation 3</td>
<td>Blue 2 Presentation 3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3:50-6:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Office Hours</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sections are assigned.