

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

PPOG 635

SPEECH WRITING FOR CANDIDATES AND OFFICEHOLDERS

COURSE DESCRIPTION

Speech Writing for Candidates and Officeholders is a research and writing course instructing students in the drafting of comments, sound bites, and full campaign and policy speeches for use by candidates and office holders.

RATIONALE

Effective communication is the lifeblood of governance and the political and public policy processes. PPOG 635 introduces public policy students to the art and craft of writing speeches for political candidates and political officeholders. It is in this course that public policy students will begin learning to refine substantive policy ideas and to craft effective speeches of the kinds needed and demanded by today's political leaders.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Word
(Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Critically analyze selected speeches and political communications.
- B. Identify elements of effective political speeches and/or other political communications.
- C. Synthesize principles of effective political communications into original political speeches and/or political communications.
- D. Apply a Judeo-Christian worldview to the subject of political speech writing and/or political communications.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations/notes
- B. Course Requirements Checklist
After reading the Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.
- C. Discussion Board Forums (4)
The student is required to provide a thread in response to the provided topic for each forum. Each thread must be 400–500 words in length and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be original and unique and should be 200–250 words.
- D. Speech Reviews (2)
The student will be required to submit 2 short, 2-page Speech Review Papers in Modules/Weeks 2 and 7. The papers must be written in current Turabian format, utilize and cite appropriate sources in sufficient quantity to justify the student's position and/or conclusions, and should, in all other respects, accord with the standards of academic writing.
- E. Press Release
The student will be required to submit 1 short, 1-page Press Release during the course. The Press Release must be written in the format of the Model Press Release, which will be provided to the student.
- F. Short Speech (2)
The student will be required to submit 2 short, 1–2-page partial speeches. In Module/Week 6 the student will draft and submit a speech "opening," and in Module/Week 7 the student will draft and submit a speech "closing." The student must thoroughly review the instructions for this assignment and draft the Short Speeches in strict accordance with those instructions; and standard rules of punctuation, spelling, and grammar; and on the topic assigned.
- G. Long Speech
The student will be required to submit 1 long, 4–7-page complete speech in Module/Week 8. This Long Speech will be the student's opportunity to exhibit and apply his or her understanding of all of the information covered in the first seven modules/weeks of this course. The student must thoroughly review the instructions for this assignment and draft the Long Speech in strict accordance with those instructions; standard rules of punctuation, spelling, and grammar; and on the topic assigned.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums (4 at 75 pts ea)	300
Speech Review (2 at 75 pts ea)	150
Press Release	100
Short Speech (2 at 100 pts ea)	200
Long Speech	250
Total	1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 D+ = 740–759 D = 700–739
 D- = 680–699 F = 679 and below

C. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

PPOG 635

Textbooks: Lehrman, *The Political Speechwriter's Companion* (2010).

Perlman, *Writing Great Speeches: Professional Techniques You Can Use* (1998).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Lehrman: chs. 1–3, 16 Perlman: ch. 1 1 presentation	Course Requirements Checklist Class Introductions DB Forum 1	10 0 75
2	Lehrman: chs. 4–5, Appendix A Perlman: chs. 2, 5 1 presentation	Speech Review 1	75
3	Lehrman: chs. 6–7, Review Appendix A Perlman: ch. 7 1 presentation	DB Forum 2	75
4	Lehrman: chs. 7–8, Review Appendix A 1 presentation	DB Forum 3 Press Release	75 100
5	Lehrman: ch. 10, Review ch. 4 1 presentation	DB Forum 4	75
6	Lehrman: chs. 11–12, Review Appendix A Perlman: ch. 3 1 presentation	Short Speech - Opening	100
7	Lehrman: chs. 13–14, Review Appendix A Perlman: ch. 3 1 presentation	Short Speech - Closing Speech Review 2	100 75
8	Lehrman: chs. 15–18 1 presentation	Long Speech	250
TOTAL			1010

DB = Discussion Board

NOTE: Each course week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.