

PMGT 6456
SPEECHCRAFT
Daniel McGroarty
FALL 2014

<u>Date</u>		<u>Assignments</u>
1. Aug. 25	Introduction to Speechwriting; The Role of the Speechwriter Campaign Speech Classics (Reagan, Cuomo, Jackson)	
2. Sept. 8	On the Stump Elements, Techniques, Tools, Tactics	
3. Sept 15	The Sound Bite On the Stump, cont.	Assign Stump Speech
4. Sept. 22	The Crisis Speech Intro Military Actions/Civil Unrest	Stump Speech due
5. Sept. 29	In Class Edit Session #1: Stump Speeches; Crisis Speech, Cont.	
6. Oct. 6	MID-TERM (IN CLASS)	
7. Oct. 13	The Ceremonial Speech	
8. Oct. 20	Ceremonial Speech, Cont. In-Class Edit Session #2: Midterm	Assign Ceremonial Speech
9. Oct. 27	Intro to Policy Speech	Ceremonial Speech due
10. Nov. 3	The Policy Speech, cont. Guest Dialogue: The Perils of Policy	

11. Nov. 10	In Class Edit Session #3: Ceremonial Speech Guest Dialogue: The Art of the Oped	Pol. Speech concept para. due
12. Nov. 17	The Art of the Oped, cont.	Assign Oped
13 Nov. 24	“Get Me Re-Write! :” Group Edit Session Policy Speech Revisited	Oped Due
14. Dec. 1	“Lost in Translation:” In-Class Edit Session #4: The Oped	
FINAL:	Policy Speech	Due -- TBD

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BOOKS & SUBSCRIPTIONS

Vital Speeches of the Day – subscription
Ask for 20% McGroarty discount
841-881-8733

KILPATRICK, JAMES J *The Writer’s Art*
New York: Andrews,
McMeel & Parker,

OUT OF PRINT – try online used bookstores

ZINSSER, WILLIAM *On Writing Well*
308 pages 6th Rev&up edition (April 1998)
Harperreference; ISBN: 0062735233 ; Dimensions (in inches): 0.76 x
7.98 x 5.34

Safire, William **LEND ME YOUR EARS**
1056 pages Revised edition (April 1997)
W.W. Norton & Company; ISBN: 0393040054