

**AMERICAN PUBLIC ADDRESS 4 1 6 5 CMST**  
**FALL 2014**

Instructor: Dr. Andrew King / Time: 1:30-3:00 ///Tuesday-Thursday

Office: 136 Coates andyk@lsu.edu

**Office Hours: 1030-12:00 and 3:00- 4:00**

**Tuesday; 10:40-11:30 and 3- 4 on Thursday**



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**Content:** The manners and morals of the nation revealed through its Public Discourse. We will deal with public address from 1607 to 2014. The course will consist of lectures and discussions about the ongoing rhetorical construction of American life and culture. It will be arranged around a series of debates: Debate on how to justify the establishment of a nation; Debate on how to govern the country; Debate on how to finance continental expansion and so on. Debates about monopoly versus dispersed control of key resources will also be an important topic. Debates about the balance between individualism and collectivism, between freedom and order, etc., etc., and more . . .

***Texts:***

Robert Denton and Jim Kuypers, *Politics and Communication in America*

Jim Kuypers, *Rhetorical Criticism: Perspectives in Action*

***Mechanics:*** Papers: Everyone will write two. The first will be a short written and oral report. You will be given full instructions on how to write it next Tuesday. It will be brief rhetorical biography.

**Tests:** There will be a midterm and a final. The midterm will be mixture of objective and essay questions. The Final Test will be all essay and it will be comprehensive.

**GRADING:**

PAPER # 1 = 20 PTS. (15 PTS FOR WRITTEN PART/ 5 ORAL.)

MIDTERM = 20 PTS/

PAPER # 2= 30 PTS.

FINAL = 30 PTS

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TOTAL = 100 PTS.

**URL: [AMERICANRHETORIC.COM](http://AMERICANRHETORIC.COM)**

*(This site contains texts and recordings of every important American speech. It is maintained by a former LSU graduate student who now spends his time writing speeches for various political candidates. He wants to remain utterly anonymous. He fears that "speech writers have gotten in the public eye and that is a bad thing. People now accuse us of making policy. I want to avoid this sort of criticism. I am just a wordsmith in a two thousand dollar suit who drives a ninety-five thousand dollar automobile and lives on a simple six million dollar estate with two swimming pools, a gym, a tennis court, girdled by a twenty acre stand of woods with a beagle pack. I won't risk that. I want to be buried beneath a mountain of obscurity. I want to be in the shadows.")*

**Let us begin with the following questions:**

*Why are speeches central to communal life?*

*How do they create and legitimize a community?*

*How was an American Public constructed?*

*How are speeches altered by media and comm. networks?*

*What are the criteria for the so-called Great Speech?*

*What is the connection between power and speech?*

**The Buckley Amendment is about student privacy. It says I cannot announce grades over the phone, and I can't even mark grades on the first page of a paper you hand in. It must be secured within the paper and not visible to anyone.**

**If you have a learning disability that allows you additional time on tests please see the people in 115 Johnston Hall and get an accommodation letter. I will secure a copy of it from you and make the necessary arrangements with them at the time of the midterm and the final.**