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.
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. PREREQUISITES
For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. REQUIRED RESOURCE PURCHASES
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
D- = 680–699   F = 679 and below

C. Late Assignment Policy
If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the class will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

D. Plagiarism and other Academic Misconduct
All academic misconduct, including but not limited to all forms of plagiarism, is strictly prohibited. See the Graduate Catalog for specific definitions, penalties, and processes for reporting.

E. 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**


<table>
<thead>
<tr>
<th>MODULE/WEEK</th>
<th>READING &amp; STUDY</th>
<th>ASSIGNMENTS</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lehrman: chs. 1–3, 16&lt;br&gt;Perlman: ch. 1&lt;br&gt;1 presentation</td>
<td>Course Requirements Checklist&lt;br&gt;Class Introductions&lt;br&gt;DB Forum 1</td>
<td>10&lt;br&gt;0&lt;br&gt;75</td>
</tr>
<tr>
<td>2</td>
<td>Lehrman: chs. 4–5, Appendix A&lt;br&gt;Perlman: chs. 2, 5&lt;br&gt;1 presentation</td>
<td>Speech Review 1</td>
<td>75</td>
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<tr>
<td>3</td>
<td>Lehrman: chs. 6–7, Review&lt;br&gt;Appendix A&lt;br&gt;Perlman: ch. 7&lt;br&gt;1 presentation</td>
<td>DB Forum 2</td>
<td>75</td>
</tr>
<tr>
<td>4</td>
<td>Lehrman: chs. 7–8, Review&lt;br&gt;Appendix A&lt;br&gt;1 presentation</td>
<td>DB Forum 3&lt;br&gt;Press Release</td>
<td>75&lt;br&gt;100</td>
</tr>
<tr>
<td>5</td>
<td>Lehrman: ch. 10, Review ch. 4&lt;br&gt;1 presentation</td>
<td>DB Forum 4</td>
<td>75</td>
</tr>
<tr>
<td>6</td>
<td>Lehrman: chs. 11–12, Review&lt;br&gt;Appendix A&lt;br&gt;Perlman: ch. 3&lt;br&gt;1 presentation</td>
<td>Short Speech - Opening</td>
<td>100</td>
</tr>
<tr>
<td>7</td>
<td>Lehrman: chs. 13–14, Review&lt;br&gt;Appendix A&lt;br&gt;Perlman: ch. 3&lt;br&gt;1 presentation</td>
<td>Short Speech - Closing&lt;br&gt;Speech Review 2</td>
<td>100&lt;br&gt;75</td>
</tr>
<tr>
<td>8</td>
<td>Lehrman: chs. 15–18&lt;br&gt;1 presentation</td>
<td>Long Speech</td>
<td>250</td>
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**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.