

"Friends, Romans, Countrymen...Lend Me Your Ears"

Revitalizing Rhetoric in Oratory Genres



Revitalizing Rhetoric Introduction

Students will analyze a specific genre of spoken rhetoric of their choosing and compose a short document which identifies the important elements or characteristics of this form of communication and analyzes a specific example of a text in that genre. Then, students will mimic the genre by creating a new, original text which effectively uses these elements to deliver a message of personal importance, presenting this to the class either in live form or via a technical visual presentation.

Objectives

1. Analyze the rhetorical context of an oratory text, thoughtfully supporting a meaningful conclusion regarding social significance
2. Utilize the rhetorical and persuasive style of a master text, capturing the essence in language use and visual presentation.
3. Effectively re-appropriate a text for a new audience and purpose.
4. Write a persuasive and articulate speech meeting genre expectations.
5. Creatively present a visually dynamic and expressive speech.

Genre Analysis Document- 5% of Final Grade

Once again, you'll produce a document to accompany your final project that considers the features of your genre. In this case, you will thoroughly **describe the elements and characteristics of the master text** you are studying, but also **look at several other examples** of similar texts to utilize in your analysis. You'll also utilize these additional texts to **create a trajectory map** for your specific master text, including a discussion of the influences and context as well as what future texts were influenced by it.

This document **should NOT be a traditional essay style text**, but present the information in an appropriate way. However, it **MUST** be thorough and thoughtful (possibly the equivalent of 3-4 pages of written text).

Although you may choose any speech for this project, my recommendation is to choose a text unique from your colleagues.

I am also open to other kinds of audio rhetoric (beyond speeches), so if you have an idea of a creative approach, simply run it by me!

Due Dates:

ALL speech transcripts and analysis essays are due on December 6, 2010. Presentations will be held December 6-10.

Step One- Analyze a Master Text

Choose a speech (political, historical, theatrical, movie, etc) to analyze. Then, write a 3-4 page essay in which you analyze the speech. An extension of genre analysis, this essay should explore the social, cultural and historical significance of one aspect of the speech, explicating it in order to draw a conclusion about society.

Note: This essay does not follow any particular "genre" and in fact, does not even have to be an essay. The key is to demonstrate that you are analyzing a specific aspect of the speech for its significance, and using particular details from the text to reinforce your observation.

Step Two- Mimic that Example

Select an issue of significance to you that would be relevant to that genre, such as the following examples:

- Political- healthcare, economy, war
- Philosophical- the human condition, importance of honesty, evils of greed
- social- homelessness, environment, race
- motivational- a rallying cry for some modern day purpose, task or endeavor

Write a speech (3-5 minutes when presented) which exemplifies that genre, which you will present visually in a way that mimics that style of rhetoric. Your aim is twofold: first, to match all of the nuances of persuasion (rhetorical elements) and second, to re-appropriate these to a new context effectively. You will turn in a written transcript of this speech.



Presentation

Delivering Your Speech

During the last week of class, you will present your speech to the class via one of the following means:

- Live (present the speech to the class)- a dramatic presentation and although you may use notes, it should be mostly memorized
- Digital- a visual presentation using audio/image/video, cut and edited using a computer program like iMovie, Windows Movie Maker, etc

Your presentation will be evaluated primarily on your adherence to the conventions and style of your master text, as well as your creative ability to transfer this style to a new rhetorically situated content. Therefore, in a live presentation it is important to carefully tone, pacing, body language, posture, attire, etc. In a digital presentation, you will want to think carefully about the use of visual images, timing, animation/transitions, background music and/or use of text.

✿ *This project packet is worth 30% of your semester grade and will be evaluated based on how well you demonstrate the learning objectives. Grading Breakdown:*

- Homework Assignments Associated with the Project—10%
- Final Project (including analysis and presentation of the speech)- 15%
- Genre Analysis Document—5%