

STUMP SPEECH ASSIGNMENT

Political Communication (PO 348/MSS 349)

Fall 2018

Professor Scott McLean, Quinnipiac University

10 percent of overall course grade

NOTE: THERE ARE SLIGHT CHANGES IN ASSIGNMENT DEADLINES FROM THE ORIGINAL SYLLABUS (i.e. now it is two stages)

DEADLINES:

PART 1: SELECTING A CANDIDATE. Deadline Saturday Sept. 29, 10am – Three pages double spaced (500 to 800 words), 11 point Times New Roman font (no more than four pages !) DETAILS BELOW.

PART 2: STUMP SPEECH TEXT & METACOGNITIVE COMMENTARY -- Saturday Oct. 13, 10am on Blackboard– 4 to 5 pages double spaced (1000 to 1300 words), 11 point Times New Roman font.

- This is not a traditional research paper, but all sources consulted or used must be referenced with APSA citation style on a “Sources” page (which is not counted in the assignment length).

Your assignment is to perform as a speechwriter and select a real potential US Presidential candidate for 2020, and construct a hypothetical stump speech to voters, on the topic of the hypothetical “Citizen College Scholarship Bill.” The description of the Bill is below.

You will be required to follow the standard Monroe Motivated Sequence (MMS) discussed early in the semester and summarized in the Helfert main textbook.

***Here is the hypothetical policy proposal (“The Citizen College Scholarship Bill”) that your candidate will give a speech about. Your candidate can take any position on the proposal, but the position must be based realistically in prior positions on relevant education policies.

The Citizen College Scholarship Bill has just been introduced in Congress. If passed, it would provide sufficient financial aid to reduce four-year state university tuition to zero for families at or below the median income for their family size. U.S. citizens and Permanent residents (i.e. Green card holders) are eligible. State median income varies, but the national median income for a family of four is about \$65,000 per year (www.census.gov). Families between the median income and below the top 10% of income, will receive partial financial support that declines as the family’s income reaches the top 10% of incomes. The top 10% of incomes will receive no aid. The program will be financed by a tax of 1% on every dollar of incomes above \$1 million – generating \$400 million over 10 years. And of course, public colleges would need to demonstrate evidence they are maintaining control of costs and tuition in order to receive the federal money as payment for tuition.

This assignment is in two parts.

PART ONE: SELECTING A CANDIDATE

The first part is due Saturday Sept. 29, 10 am.

A 3-page discussion (do not go over 4 double spaced pages!), with minimal grammar requirements, discussing the following:

1. Name Your selection of a potential Presidential Candidate - this can be any real US political figure, but it should be someone you can persuasively claim has a real chance of being a successful competitor for the presidency.
There are many articles you can review for ideas on possible candidates and their strengths or weaknesses. Do just a little homework. There are plenty of internet articles on the top candidates for Democrats and Republicans and even independents. On Blackboard alongside this assignment (and on “course materials”) I have posted two recent articles on Democratic candidates as a start point.
2. Explain why this person has the potential to be a successful candidate for US President in 2020. Give proper citation to ALL SOURCES CONSULTED!
 - a. A very brief biography of the potential candidate – around four sentences. (identify the key offices the person holds, their basic issue orientation, any other relevant biographical details)
 - b. SWOT analysis of the potential candidate for whom you will be writing the speech.
 - i. SWOT stands for strengths, weaknesses, opportunities and threats. You do not have to go into a detailed SWOT analysis, just a general first version. Resources on what SWOT is, will be posted on blackboard.
3. Your thoughts on the style of delivery the candidate will use for a speech on the hypothetical college aid bill. Based on prior positions and actions, what orientation or position will this political figure assume in the speech? Support the validity of your view with evidence from the person’s past public issue positions, biography or other evidence. Provide the source for all evidence in proper academic APSA format.

How the first stage will be evaluated:

In order of highest importance:

1. Base your claims about the candidate’s chances on solid logic, and good evidence
2. Showing use of evidence in SWOT analysis. All you need to do is show that there are media sources of the issue positions, strengths and weaknesses. That means: provide accurate and proper APSA citation for all sources consulted and used
3. Solid grammar but you are allowed to write more informally in this phase of the assignment.

PART TWO of the Assignment: The Stump Speech

Deadline is Saturday October 13, 10am.

In addition to the finished speech for your selected candidate, your final product will contain these elements:

1. The Stump Speech Text -- about 4-5 pages. You are graded primarily on your use of the MMS general structure. You certainly may choose to depart somewhat from the MMS structure, but when you choose to do that, discuss the reasons why in your metacognitive comments.
2. Revised Candidate SWOT analysis (Basically just an update of Part One – does NOT count in your page total for the speech).

3. Metacognitive commentary – Metacognitive commentary here is a fancy way of saying: Use the “review/comment” function on Microsoft Word, to insert comments on your THOUGHT PROCESS. In other words, you are being graded far more on the thinking and decisions that go into the speech, than for the actual final speech text you produce.

HOW PART 2 WILL BE EVALUATED.

REQUIRED ELEMENTS IN STUMP SPEECH TEXT:

Your speech will be graded on the strength of your writing in **SIX key facets**. You will need to identify for me where you are doing this in the speech by using the “comment” function to create a bubble.

1. Use of general MMS structure throughout your speech. **See Lehman book, chapter 5. It is posted on Blackboard. Also discussed in our main text by Helfert.**
2. **Identify your BEST CREATIVE SENTENCE** with a metacognitive comment. Use the comment function to label your BEST sentence – the one where you were being most original believe you are really nailing it for persuasive power, and say (in a metacognitive comment) WHY you think this is your best sentence.
3. **Use one joke somewhere** in the speech (write your own, or “borrow” from a book or internet – Document the source, in APSA format. I’m not grading you on whether it is a funny joke, just whether you tried!) Identify your joke with a metacognitive comment, saying why you chose it, where you heard it (it can be a joke the candidate actually made in the past, if you wish), and why you think the joke will “work” in the speech. You may use additional jokes elsewhere if you wish.
4. A minimum of TWO real researched facts related to college affordability that will make your speech more persuasive. Document the sources of all facts in APSA format, in a metacognitive comment. Put your facts anywhere in the speech you think is most persuasive. Make sure you list these sources in your Bibliography.
5. At least one reference of a famous person in history or a reference religious text, anywhere in the speech -- can be serious, funny, inspiring or informative. Of course there is no new thing under the sun, so remember to identify any reference that even obliquely implies a famous person or religious text.
6. Must have a good Conclusion section – “four part close” – all this is discussed in class.
 - a. Reflective section
 - b. Inspirational example/vision of success
 - c. Lesson Drawn
 - d. Call to Action
 - e. Clincher