

COMM 5110 Directed Study: The Rhetoric of Presidential Inaugural Address
Dr. Christopher Salinas

Southern Methodist University
 Meadows School of the Arts
 Communication Studies, January 2017

Class Meeting Times:	TBA
Class Location:	TBA and Washington DC
Grading Options:	Letter grade as detailed in grading policy

Instructor Name:	Christopher Salinas, PhD
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Course description:

This course is designed to be integrated into a trip to Washington DC for the 2017 Presidential Inaugural Address. Students will learn the historical and rhetorical significance of the inaugural address and apply those concepts to the 2017 version. The class will consist of one meeting on campus and three meetings during the trip. An outside reading packet will be assigned prior to leaving.

Course Aims and Learning Outcomes:

1. Describe the historic role and significance of the Presidential Inaugural genre.
2. Understand the rhetorical techniques and functions of the genre.
3. Gain the ability to understand, critique future examples of inaugural address.

Course Materials:

Reading Packet:

Chester, Edward W. "Beyond the Rhetoric: A New Look at Presidential Inaugural Addresses." *Presidential Studies Quarterly* 10, no. 4 (1980): 571-82.

Vigil, Tammy R. "George W. Bush's First Three Inaugural Addresses: Testing the Utility of the Inaugural Genre." *Southern Communication Journal* 78, no. 5 (November 1, 2013): 427-46. doi:10.1080/1041794X.2013.847479.

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The First Inaugural Address of George Washington.

The First Inaugural Address of John F. Kennedy

The First Inaugural Address of Ronald Reagan

The First Inaugural Address of Barak Obama

Attendance and participation policy:

1. Attendance policy: all students are expected to be in class on time. Attendance will be taken every day at the start of class. If you are participating in a university or department sanctioned activity, or you will miss an in-class assignment for any reason, please inform me as soon as possible. If you are ill, you may provide documentation to receive an excused absence. If you are tardy and miss roll call, it is your responsibility to inform me to mark you present at the conclusion of class.
2. Any work turned in following the close of class on the assigned day is considered late. Late work will be accepted and assessed a five-point deduction for each day it is late. *Late work will not be accepted after one full week of the original due date.*

Classroom behavior:

Students are expected to silence their cell phones and refrain from using computers for anything not immediately related to the course.

Assessments:

Assignment	Percentage
Attendance	5%
Discussion	35%
Assessment Essay	40%
Final Assessment	20%
Total	100%

¹ Beasley, "The Rhetoric of Ideological Consensus in the United States"; Chester, "Beyond the Rhetoric"; Doughton, "Metaphorical Transcendence"; Vigil, "George W. Bush's First Three Inaugural Addresses."

Attendance – Attendance to the Hilltop on the Hill Inaugural edition is required for this course. During the course students will attend lectures from experts on the historical and communicative importance of the inaugural address. These will serve as an important means of discovering the rhetoric of this genre.

Assessment Essay – each student will complete one essay in which they assess the 2017 Presidential Inaugural Address. In a three to five page essay, students will provide a rhetorical critique of the 2017 inaugural address based on presentations, readings and the speech itself.

Grading Standards:

The following letter grades will be assigned at the end of the semester based on a 100 point-scale for marks earned on assessment activities. Decimal points will be rounded up only to a tenth of a point.

A	100-93
A-	92.9-90.0
B+	89.9-87.0
B	86.9-82.0
B-	81.9-80.0
C+	79.9-77.0
C	76.9-72.0
C-	71.9-70.0
D+	69.9-67.0
D	66.9-62.0
D-	61.9-60.0
F	59.9-00.0

SMU Course Policies

Academic Honesty and Misconduct

You are bound by the Honor Code and the SMU Student Code of Conduct.

For complete details, see: http://www.smu.edu/studentlife/PCL_01_ToC.asp

Disability Accommodations: Students needing academic accommodations for a disability must first be registered with Disability Accommodations & Success Strategies (DASS) to verify the disability and to establish eligibility for accommodations. Students may call 214-768-1470 or visit <http://www.smu.edu/alec/dass.asp> to begin the process. Once registered, students should then schedule an appointment with the professor to make appropriate arrangements. Please note that accommodations are not retroactive and require advance notice to implement.

Religious Observance: Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9.)

Excused Absences for University Extracurricular Activities: Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work. (University Undergraduate Catalogue)

Final Assessment: Final course examinations shall be given in all courses where they are appropriate, and some form of final assessment is essential.

Preliminary Schedule of Classes, Events and Assignments

Date	Topic
Preliminary class session	Presidential Inaugural address as rhetorical genre
Meeting #1	Historical significance of Presidential inaugural address
Meeting #2	Historical context of the 2017 Presidential inaugural
Meeting #3	Discussion of the 2017 inaugural
Meeting #4	Final Exam Presentation