

# PERSUASION AND SPEECHMAKING

## Program Overview

For students interested in advancing their oratory skills, this minor focuses on advanced persuasive and public speaking competencies. In addition to providing advanced foundational courses which build on the CAS and CBA cores, the minor also provides contexts for which advanced speech is necessary—from law and politics to the stand-up comedy club to the boardroom.

## Degree Offered

- Minor in Persuasion and Speechmaking

## Contact

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**Program website:** Persuasion and Speechmaking (<https://www.rider.edu/academics/colleges-schools/college-arts-sciences/communication-media-arts/undergraduate/persuasion-and-speechmaking-minor/>)

**Associated Department:** Department of Communication, Journalism and Media (<https://www.rider.edu/academics/colleges-schools/college-arts-sciences/communication-media-arts/faculty-departments/communication-journalism/>)

## Related Programs:

- Communication Studies (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/communication-studies/>)
- Public Relations (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/public-relations/>)
- Journalism (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/journalism/>)
- Radio and Podcasting (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/radio-major/>)
- Sports Media (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/sports-media/>)
- Graphic Design (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/graphic-design/>)
- Social Media Strategies (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/social-media-strategies/>)

- Public Advocacy (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/public-advocacy-minor/?step=export>)
- Persuasion and Speechmaking (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/persuasion-and-speechmaking-minor/?step=export>)
- Organizational Communication (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/organizational-communication-minor/?step=export>)
- Communication and Culture (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/communication-and-culture-minor/>)
- Photography (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/photography-minor/?step=export#coursestext>)
- Event Planning and Production (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/event-planning-production/>)
- Political Communication (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/political-communication-minor/>)

## Persuasion and Speechmaking Minor Requirements

(12 credits)

Code	Title	Credits
<b>Select four of the following courses:</b>		<b>12</b>
COM 204	Advanced Speech Communication	
COM 205	Persuasion	
COM 294	Speech Writing	
COM 304	Rhetoric for Politics and Law	
COM 321	Stand Up Comedy	
COM 404	Executive Presence and Presentations	

### COM 204 Advanced Speech Communication 3 Credits

Provides students with the opportunity to further their study and practice of various types of speech communication. Moving beyond an introductory perspective, this course focuses on the development of critical, analytical, and pragmatic aspects of speech. The focus is divided between the discussion of theoretical models and a demonstrated competence of that material.

**Prerequisite(s):** COM 104 or COM 290.

### COM 205 Persuasion 3 Credits

Analyzes the motivations that lead individuals and audiences to beliefs and actions and the techniques of achieving objectives through persuasion. Attention, interest, empathy, ethos, fear, and techniques of speakers, and those who use persuasion professionally are studied.

**COM 294 Speech Writing 3 Credits**

Introduces the art of speechwriting, focusing on creating compelling and impactful messages. Students will learn to research and analyze their client's unique voice/style, stance on issues, and desired outcomes to prepare speeches and remarks for a variety of settings. Particular attention will be given to audience analysis, various rhetorical and stylistic techniques, and conventions of various oratorical genres. Provides a valuable foundation for those aspiring to work in public relations, corporate communications, non-profit organizations, government, and political campaigns.

**Prerequisites:** COM 104 or COM 290 (minimum grade of C required).

**COM 304 Rhetoric for Politics and Law 3 Credits**

Introduces the theory and strategy of crafting persuasive messages and cultivating relationships with the media in the context of judicial, deliberative, and epideictic genres of rhetoric. In addition, students will learn how to plan and coordinate media briefings and how to prepare and participate in a media interview.

**Prerequisite(s):** COM 104 or COM 290.

**COM 321 Stand Up Comedy 3 Credits**

Explores the theory, history, and practice of stand up and comedy writing as a contemporary rhetorical practice. Students will learn the various mechanics of joke construction, the nature of comedic narratives, and how humor can be used to engage in personal, social, cultural, and political commentary through the analysis of comedic performances. The class will also feature workshops in which students create and refine their comedic performances and personae. The class will culminate with students performing their material in front of an audience.

**Prerequisite(s):** COM 104 or COM 290.

**COM 404 Executive Presence and Presentations 3 Credits**

Empowers students to develop a powerful personal brand and project self-assurance in interpersonal, organizational, and public contexts. Focusing on nonlinguistic communication and the strategic use of paralanguage to include kinesics, proxemics, and chronemics, students will learn to command attention, inspire confidence, and deliver messages that will leave a lasting impact. The course will also focus on the creative development and strategic implementation of visual resources and presentations.

**Prerequisites:** C or better in COM 104 or COM 290.