

Subject card

Subject name and code	Speechwriting in the White House, PG_00177727						
Field of study	American Studies						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English		
Semester of study	3		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of American Studies -> Institute of English and American Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Iwona Świątczak-Wasilewska				
	Teachers		dr Iwona Świątczak-Wasilewska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		18.0	50
Subject objectives	The aim of this hand-on, interdisciplinary course, is to familiarize students with the process of crafting speeches in the White House. The introductory lectures cover, i.e.: functions of rhetoric, genres of presidential discourse, and stages of writing speeches. The practical part of the course focuses on reconstructing the speechwriting infrastructure based on the analysis of archival materials from two selected US presidencies of the 20th century. In addition, students will analyze rhetorical features of US state of the unions, inaugural addresses, and war rhetoric.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[AMERL3_W11] Knows and understands the basic interrelationships of American cultural and literary studies with other humanity studies and social sciences, including, in particular, knowledge of selected issues and basic terminology in American history, society, language, politics and art, constituting the basic contextual knowledge necessary for the study of North American cultural phenomena and processes.	Has knowledge and understanding of the fundamental connections between American cultural studies, humanities and social sciences, and in particular, is familiar with selected topics and terminology related to the history, society, language, and politics of the United States, which constitute essential contextual knowledge for the study of cultural phenomena and processes in North America. Has knowledge and understanding of the micro- and macrostructure of presidential speeches and the mechanisms of their creation within the institutional (e.g., the White House) and political context of the United States, applying the terminology and knowledge necessary for analyzing the political culture of the 20th century.	[SW3] text preparation/written work
	[AMERL3_U03] is able to use acquired subject knowledge to identify, analyze, interpret and explain cultural phenomena and processes in North America, using concepts and methods from cultural and religious studies.	Is able to apply acquired knowledge to recognize and understand the functions and genre features of selected types of presidential speeches (such as State of the Union addresses, inaugural and wartime speeches), as well as to analyze, identify, and explain cultural phenomena and processes using methods of historical source analysis in cultural studies.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[AMERL3_W07] Has detailed knowledge of selected issues concerning cultural phenomena and processes in North America.	Has detailed knowledge of the functions of presidential rhetoric, the institutional mechanisms behind the creation of political speeches, and the role of presidential addresses in shaping public discourse in the United States.	[SW2] presentation/project/paper/report [SW3] text preparation/written work
Subject contents	selected presidential genres and their features (state of the union, inaugural, war rhetoric) functions of rhetoric analysis of historical materials - group workshops presentation of group research results analysis of the features of inaugural speeches, based on selected speeches presentation of individual findings analysis of the features of war rhetoric based on selected examples presentation of findings		
Prerequisites and co-requisites	C1 English level		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Group project - SOTU	51.0%	50.0%
	analysis of inaugural rhetoric	51.0%	10.0%
	presentation of findings on war rhetoric	51.0%	20.0%
	presentation of Inaugural address-related findings	51.0%	20.0%
Recommended reading	Basic literature	- archival materials from selected US presidencies - Kathleen Jamieson and Karlyn Campbell, <i>Deeds Done in Words: Presidential Rhetoric and the Genre of Governance</i>, (especially Introduction, Chapter 2 (Inaugural Address), Chapter 4 (State of the Union), war rhetoric. - Benjamin, J. (1991). <i>Rhetoric and the Performative Act of Declaring War</i>. <i>Presidential Studies Quarterly</i>, 32, pp. 7384. - Bitzer, L. (1968). <i>The Rhetorical Situation</i>. <i>Philosophy and Rhetoric</i>, 1, pp. 114. - Lordan, E.J. (2010). <i>The case for combat: How presidents persuade Americans to go to war</i>. Santa Barbara: Praeger.	

	Supplementary literature	• Kathleen Jamieson and Karlyn Campbell, Deeds Done in Words: Presidential Rhetoric and the Genre of Governance, (especially Introduction, Chapter 2 (Inaugural Address), Chapter 4 (State of the Union), Chapter 10 (Farewell Address)). • Karen M. Hult, Charles E. Walcott, Thomas Weko, Qualitative Research and the Study of the U.S. Presidency, Congress & The Presidency, Vol. 26, No.2, Fall 1999. • Gary King, The Methodology of Presidential Research, in Researching the Presidency http://www.academia.edu/7849680/Document_Analysis_as_a_Qualitative_Research_Method
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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