Overview of the Course:
An examination of the public discourse of the Chicana/o community, especially that associated with political and social movements, using the field of rhetoric (study of public speech and persuasion). The course will also focus on developing public speaking skills and abilities. (Conversational fluency of Spanish strongly recommended).

Objectives of the Course:
Students completing the course will:
- be familiar with basic concepts in the history of rhetoric, rhetorical analysis, argumentation, and public speaking.
- be familiar with the rhetorical style and abilities of Chican@ movement leaders in the U.S.
- improve your public speaking, rhetorical, and argumentation skills.

Course Requirements:
- Completing the readings and participation in class discussions are important requirements. Written assignments must be typed and proofread with care. Class sessions will generally alternate between (1) the readings/ideas and (2) the development of public speaking abilities, and practicum in various genres of oratory. (15%)
- There will be two take home examinations covering the major units of the course and readings (each 25%) (50%)
- Each student will write an original persuasive speech in an area of interest, to be presented to the rest of the class. (35%)

Extra credit:
(1) a book review on a topic related to the class;
(2) recording and analysis of a current movement speech.

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<tr>
<th>Assignment</th>
<th>Date Due</th>
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<tr>
<td>Midterm #1</td>
<td>February 14</td>
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<tr>
<td>Speech–Initial draft</td>
<td>March 9</td>
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<tr>
<td>Speech–Final draft &amp; public presentation</td>
<td>March 16</td>
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<tr>
<td>Midterm #2</td>
<td>March 21</td>
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**Required Texts**


**Useful Reference works**


Major Units and Outline of Course:  
[additional readings may be assigned throughout the quarter]

WEEK 1

January 10  
1. Introduction to the course syllabus, organization, major units, readings, assignments, and requirements. Discussion of student expectations of course.
2. Overview of the field of rhetoric; the rhetorical situation; social movements, chican@ movement, leadership.

January 12  
1. What is rhetoric?
2. Brief history of rhetoric studies. Global Rhetoric Studies; Comparative Rhetoric.
3. What is a speech? Types of speeches. Rhetorical Criticism.

Handout: Evaluation of speeches (purpose, invention, organization, style, memory, delivery).

Readings:  

Study Questions

Western rhetoric developed in dual fashion as the practice and the study of good or effective public speaking (and later writing) in different venues for different purposes.
(1) How does this sit in relation to other language studies, e.g., general linguistics, language acquisition?
(2) How does this compare to human rhetorical traditions in other parts of the globe over time and place?
WEEK 2

January 17  What to say? Invention. Social movements and rhetoric. Chicano Movement, organizations, & leadership. Chican@ studies.

Gómez-Quiñones, Juan & Irene Vásquez. 2016. Section on 5 diff soc movement paradigms.
Hammerback, Jensen, & Gutiérrez. 1985. Introduction: Chicano Rhetoric (pp. 3-10) and Conclusion (pp. 163-172).


Study Questions
(1) If the two key elements of rhetoric are what to say and how to say it, how do we study social movement rhetorics to identify those two elements for the Chican@ movement?
(2) What is the relationship between “rhetorical situations” and “social movement rhetorics?”
(3) What is the relationship of social movement purposes (campaigns and actions; ideographs and ideologies) and the invention of “speeches.”

Chican@ rhetoric; chican@ movement rhetoric; mestizo rhetoric; epistemology
WEEK 3

January 24  Organization, arrangement of parts of speech, and arguments & movement protocols (e.g., exhortations, slogans, unity clap)

Readings:

January 26  Practicum–Impromptu speeches.
**WEEK 4**

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<th>Date</th>
<th>Assignment</th>
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<tr>
<td>February 2</td>
<td>Practicum—Extemporaneous speech. Select speech for oratorical interpretation.</td>
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## WEEK 5

### February 7

**Corky's revolutionary poetic rhetoric.**

**Video tape:** *I am Joaquin* (1974).

**Readings:**

- *Plan del Barrio*. (1965?).

### February 9

**Practicum** – Poetry, metaphor, & figurative speech practice – “I am Joaquin”.

**Handout:** Exam # 1


### Study Questions

1. Western rhetoric involves the study of word selection in speeches that further the meanings, arguments, messages, being delivered, especially important through ideographs in social movements. From any of the readings and recordings we have heard to date.

2. What were 13 key words and ideographs (identify and define) in the Chicano social movement rhetoric?
WEEK 6

February 14 Reies, The Latin Moses.
Exam #1 is due.

Video tape: Tijerina at UCLA (1968).

Readings:

February 16 Practicum–Style, metaphor, and other elaborations.
WEEK 7

February 21  José Angel's raza unida rhetoric.

Video tape: Gutiérrez debate (2005?).


February 23 Practicum–Oratorical Interpretation (5 minute presentations). Select, edit and deliver a speech.
WEEK 8

February 28  Dolores Huerta’s second persona of political solidarity. Multiple identities, subjectivities. 
Intersectionalities.

Themes  Ethos, pathos, cultural logos
Video tape:  
Readings:  Sowards, S. 2010. Rhetorical agency as haciendo caras and differential consciousness through 
lens of gender, race, ethnicity, and class: An examination of Dolores Huerta’s rhetoric. 
Communication Theory. 20. 223-247.
Barvosa, Edwina. 2011. Mestiza Consciousness in Relation to Sustained Political Solidarity: A 
Chicana Feminist Interpretation of the Farmworker Movement. Aztlán: A Journal of 
Sons.
Barvosa, Edwina. 2014. Intersectionality. In Michael Gibbons, ed. The Encyclopedia of 

March 2  Practicum—Oratorical interpretation and practice. (5 minute presentations). Select, edit and 
deliver a speech.
### WEEK 9

**March 7**  
**Themes**  
**What is Comparative Rhetoric? How many rhetorics are there?**

**Readings:**

**March 9**  
**Practicum**—Practice final original speeches. (Four minute presentations.)

**Due:** Original Speech - draft final - is due. Please submit via course website.
WEEK 10

March 14  Is there a Xican@ Movement rhetoric? What language(s) is it in? How many are there?
Handout: Exam #2.

March 16  Practicum–Practice final original speeches. (Four minute presentations).
Due: Final draft of original persuasive speech. Please submit via course website.

Study Questions

(1) We have reviewed several significant figures of the Chicano Movement over the quarter, and their "individual" rhetoric. As you view their combined public discourse, the responses to that public discourse, the presentations of their speeches in class, was there a Chicano Movement Rhetoric? Please provide the reasons, and evidence, for your answer.

FINALS WEEK

March 23  Exam #2 is due by 5.00 PM. Upload on course website.
March 24  11:30 AM to 2:30 PM–Possible public presentation of 4 minute speech.