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 leadership 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 regarding rhetoric, Xican@ Movement, and Xican@ Rhetoric; and (2) the development and practice of public speaking abilities, 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 rhetorical analysis of a current movement speech.

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<th>Assignment</th>
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<tr>
<td>EXAM #1</td>
<td>Tuesday, February 11</td>
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<td>Original speech – 1st draft</td>
<td>Tuesday, February 4</td>
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<td>Original Speech – 2nd revised draft</td>
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<td>Original Speech – Final draft &amp; public presentation</td>
<td>Thursday, March 12</td>
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<td>EXAM #2</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 7  
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 9  
1. What is rhetoric?
2. Brief history of rhetoric studies. Global Rhetoric Studies; Comparative Rhetoric.
3. What is a rhetorical situation? A speech? Types of speeches? Rhetorical Criticism?

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

Readings:
Lundberg & Keith. 2018.
   Part 1:1 (the rhetorical tradition), pp. 3-11; 8
   Part 1:2 (rhetoric & the audience), pp. 12-25; 13
   Part 2:7 (rhetoric in contemporary life), pp. 74-77. 3
   Part 1:3 (situations & speech types), pp. 26-34. 8
   Aristotle. Rhetoric.
      Book 1, chs. 1-3 (definitions), pp. 3-14. 11
      Book 1, chs. 4-15 (types), pp. 14-56. 42

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 “rhetoric” compare to “speech,” “conversation,” “communication,” and “language”?
(2) How does the Greco-Roman western rhetoric compare to human rhetorical traditions in other parts of the globe over time and place (especially Chican@ rhetoric/Mestiz@ rhetoric)?

Keywords:
rhetoric
rhetorical situation
speech
Aristotle’s 3 types of speeches/
rhetorical situations
   deliberative
   forensic
   epideictic
Aristotle’s 3 proofs
   ethos
   logos
   pathos
Cicero’s 5 Canons
   invention
   organization
   style
   memory
   delivery
rhetorical criticism/evaluation
WEEK 2

   3. Chican@ Studies & la perspectiva chicana.

Readings:
       Introduction: Chicano Rhetoric (pp. 3-10);
       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.”

KeyWords:
Chican@ rhetoric
chican@ movement rhetoric
mestizo rhetoric
epistemology
ideology
ideographs
WEEK 3

January 21  Organization, arrangement of parts of a speech, and arguments & movement protocols (e.g., exhortations, slogans, unity clap).

Readings:

Lundberg & Keith. 2018.  
Part 2:5 (organization), pp. 58-64.  


R-09  Aristotle. Rhetoric.  
Book 3; chs. 13-19 (arrangement). pp. 144-158.  

January 23  Practicum – Impromptu speeches.

Study Questions
1. What are the possible parts of a speech, and how might they be arranged, organized, sequenced?
2. What are 5 different ways of organizing the arguments of a speech by speech type?

Keywords:
exhortations
unity clap
slogans
dichos
songs
Aristotle’s 4 parts of a speech
Quintilian’s 6 parts of a speech
**WEEK 4**

**January 28**  Righteous rhetoric of César Chávez.

**Video tape:**  Chávez at U of Ohio (on nonviolence 1974).

**Audio tape:**  Chávez at the Commonwealth Club (1984).

**Readings:**


- Book 2, chs. 1-11 (arguments - pathos; number of emotions), pp. 59-83;  
- Book 2, chs. 12-17 (arguments - ethos; character of rhetor; moral high ground), pp. 84-88;  
- Book 2, chs. 18-26 (logos - logic; relation to dialectic), pp. 89-118.


**January 30**  Practicum–Extemporaneous speech.

**Select speech for oratorical interpretation.**

**Study Questions**

1. Do a rhetorical critique of Chávez’ oratory, including his background as preface, and the invention, organization, style, and delivery of his Movement speeches.

2. The Farm Workers movement used different organizing tactics of workers and tactics directed at the public to assist with pressure on the growers through boycotts of products and strikes, etc. How did these different audiences affect Chávez’ rhetoric?

**Keywords:**

dialectic  
arguments  
proofs  
ethos  
logos  
pathos  
reconstructive discourse  
Plan de Delano
WEEK 5

February 4  Corky's revolutionary poetic rhetoric.
Due:  First draft of original speech

Readings:

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

February 6  Practicum – Poetry, metaphor, & figurative speech practice – “I am Joaquin”.

Handout:  Exam # 1


Study Questions

1. Do a rhetorical critique of González’ oratory, including his background as preface, and the invention, organization, style, and delivery of his Movement speeches.

2. 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, What were 5 key words and ideographs (identify and define) in the Chican@ social movement rhetoric?

Keywords:

- style
- ideographs
- metaphors
- Plan de Aztlán
- Plan del Barrio
WEEK 6

Exam #1 is due.

Video tape: Tijerina at UCLA (1968).

Readings:


February 13 Practicum—Style, metaphor, and other elaborations.

Study Questions

1. Do a rhetorical critique of Tijerina’s oratory, including his background as preface, and the invention, organization, style, and delivery of his Movement speeches.
2. What relationship did the “revolutionary cultural nationalism” of the Land Grant Movement have to Tijerina’s rhetoric in relation to style, and language of delivery?

Keywords:
Hegemonic discourse
Insurgent discourse
Insurgent metaphor
Indo-Hispano
Latin(o)
America(n)
Gringo, Anglo, White
**February 18 José Angel's raza unida rhetoric.**

**Video tape:** Gutiérrez debate with Jared Taylor (2005?).

**Readings:**


R-24 Plan de La Raza Unida – Preamble (1967)

R-25 Califas Principles del Partido de la Raza Unida (1972)

**February 20 Practicum**–Oratorical Interpretation (5 minute presentations). Select, edit and deliver a speech.

**Study Questions**

1. Do a rhetorical critique of Gutiérrez’ oratory, including his background as preface, and the invention, organization, style, and delivery of his Movement speeches.

2. Organizing in urban and small towns, especially for electoral political power, was a unique location and purpose. What were the social justice issues (purposes) reflected in Gutiérrez’ Movement speeches?

**Keywords:**

Plan de La Raza Unida – Preamble (1967)

Califas Principles del Partido de la Raza Unida (1972)
WEEK 8

February 25  Dolores Huerta’s second persona of political solidarity. Multiple identities, subjectivities, intersectionalities.

Themes  Ethos, pathos, cultural logos

Video tape:

Readings:


February 27  Practicum – Oratorical interpretation and practice. (5 minute presentations). Select, edit and deliver a speech.

Study Questions
1. Do a rhetorical critique of Huerta’s oratory, including her background as preface, and the invention, organization, style, and delivery of her Movement speeches.
2. Rhetorical criticisms of Huerta’s oratory have tended to focus on the ethos (identity and character) and pathos proofs of her speeches. Is this a consciously gendered criticism, and if so, what import does it have for Chicana Movement rhetorical criticism?

Keywords:
Haciendo caras
Second persona
Intersectionality
Identity
Subjectivity
Mestiza consciousness
Differential consciousness
chicana critical rhetoric
WEEK 9

March 3 What is Comparative Rhetoric? How many rhetorics are there?

Themes

Readings:
R-37 Watts, Eric; Wilson, Kirt; McPhail, Mark; Terrill, Rbt. 2001. African American Rhetoric. In Sloane. pp. 4-18. 14

March 5 Practicum – Practice final original speeches. (Four minute presentations.)
Due: Original Speech - draft final revision - is due. Please submit via course website.

Study Questions
1. Do a comparative rhetorical criticism/evaluation of these 6 rhetorics (femenist; queer; arabic; chinese; Indian; & African American rhetoric).

Keywords:
Comparative rhetoric
Femenist rhetoric
Arabic rhetoric
Chinese rhetoric
Indian rhetoric
Queer rhetoric
African American rhetoric
WEEK 10

March 10  Is there a Xican@ Movement rhetoric? What language(s) is it in? How many are there?
Handout: Exam #2.

Readings:

March 12  Practicum – 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 Chican@ 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 Chican@ rhetoric? Was there a Chican@ Movement rhetoric? Please provide the reasons, and evidence, for your answer.

Keywords:
Chican@ rhetoric
Chican@ Movement rhetoric

FINALS WEEK

March 16  Exam #2 is due by 5.00 PM. Upload on course website.
March 17  12:00 noon to 2:00 PM – Possible public presentation of 4 minute speech.