

# Oral & Visual Arguments

## **purpose of this unit**

As we conclude our work in this course and our consideration of the arguments that surround the 2008 presidential election, we will turn our attention to the arguments that inevitably follow the election. In this unit, you will learn to produce an argument intended for oral presentation, paying close attention to the different strategies used when an audience is listening rather than reading. Also, you will learn to create an argument that uses visual appeals to make its point and how separate visuals work together to create a unified argument.

## **overall description of this unit**

For this unit, you and your group members will become the creative team for one of the presidential candidates. Your duties will include writing a victory or concession speech for your candidate (depending on whether he won or lost the election) and creating a visual image to follow the election.

Since some of your time outside of class will be focused on coordinating with your group, the blogging in this unit will be more focused on group planning. You'll be sharing ideas on your own blog and responding to your group members' ideas on their blogs.

Also, when considering group work, you'll want to consider ways that your group members can balance out the work over the course of the project. For example, if someone takes on more work on the speech, (s)he might have fewer responsibilities for the visual argument. But everyone should contribute to every portion of the assignment, and in the end, the workload should balance out. It is your responsibility to coordinate this to ensure that the work is distributed evenly. At the end of the unit, each group member will evaluate the effort and contributions of everyone in the group. These evaluations will be a factor in each person's final project grade. Thus, members of the same group may receive different grades.

## **victory or concession speech**

For the first part of this unit, you'll work as the speechwriters for the candidate. If your candidate won, you'll likely focus on how the new president plans to proceed. If your candidate lost, you will have to concede the election and then you can also focus on your candidate's impact through his/her continued political career (still a senator, wants to run again in four years, etc.). We'll read and view some sample speeches in class, but your overall focus will be on making an argument for your candidate's persona and his/her qualification for future political plans.

## **visual argument (final project)**

In the second part of this unit, you will produce the visual materials to accompany your candidate's speech. If your candidate won, you'll likely create visual products that promote one of the future policies or programs that the new president plans to implement. If your candidate lost, you will focus on creating visual products that argue for your candidate's political future. As a group, you'll create either three separate but coordinated visual products (sticker, shirt, website design, poster, billboard, etc.) OR one video that is a minimum of 3 minutes long.

## **required products and deadlines**

[11/20] choice of topic

[12/2, 12/4] present oral argument for class feedback

[12/9] portfolio for Oral Argument portion

[12/9] plan for Visual Argument

[12/17] presentation of Visual Argument portion

## **logistics**

[length] 15 minutes when read, which is approximately 7-8 pages of double-spaced, size 12 Times New Roman text  
[format] for typed version use double spaced 12-point Times New Roman, but will be presented to class orally

## **logistics**

[length] presentation will be 10 minutes total – 7 minutes for group's presentation and 3 minutes for questions  
[format] either three visual products or one video