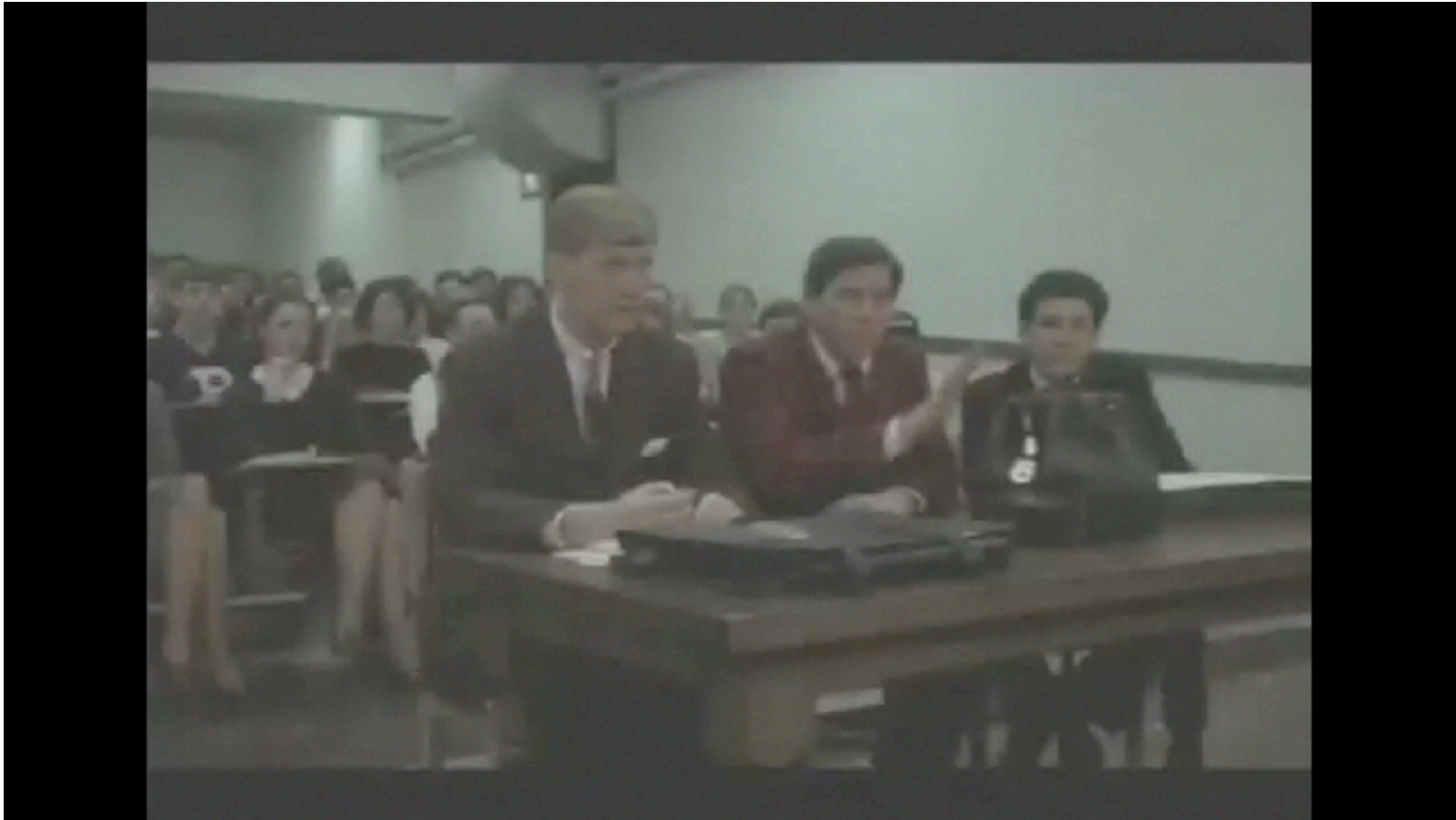


# class #8

- hilda
- dr. reed
- jokes
- clips of the day
- figures of speech
- business plan
- groups: time to get an idea

clips of the day





The Appeal to patriotism, among other things



dr. reed

## Figures of speech

tactical concession

tactical flaw

commonplace

(irony)

*(reductio ad absurdum)*

Hypophora—ask then answer your own question:

Was it over when the Germans bombed Pearl Harbor? Hell no!

Is that any way to run an airline? You bet it is.



Chiasmus—AB BA

When the going gets tough,  
the tough get going.

You can take the boy out of the country,  
but you can't take the country out of  
the boy.

anadiplosis: AB BC CD (etc.) punchline

The general that became a slave,  
the slave that became a gladiator,  
the gladiator that defied an emperor—  
striking story.

# danglers

Walking down the street, the fire hydrant sprayed John and Sylvia.

Young and inexperienced, the task seemed easy to Hal.

At the age of ten, my dad bought me my first dog.

Overweight and dumpy, the veterinarian told us our dog needed to lose weight.

state verbs = static sentences

active verbs = dynamic sentences

“to be”

king of the state verbs

be being been  
am is are  
was were

The financial advantage of owning this equipment instead of leasing it is 10% after taxes.



We will save 10% after taxes by owning this equipment instead of leasing it.

hidden verbs

We will perform an investigation of the problem

We will perform an investigation of the problem

We will investigate the problem

We hope you have a lot of enjoyment during your vacation.

We hope you have a lot of enjoyment during your vacation.

We hope you enjoy your vacation.



Our conclusion was that Roger is an idiot.

We concluded that Roger is an idiot.

We concluded that Roger is an idiot.

We concluded that Roger acted like an idiot.

We will save 10% after taxes by owning this equipment instead of leasing it.

We will save 10% after taxes if we own this equipment rather than [if we] lease it.

passive voice

three elements active shares with passive



actor  
action  
object

The carpenter hit the nail.

The nail was hit by the carpenter.

The nail was hit (by the carpenter).

The nail was hit.

object emphasized

actor deemphasized

verb = to be + past participle

Three skills you need by next quiz:

1. Be able to identify a passive construction.
2. Assess whether passive is ok to use.
3. Know how to flip passive to active when it is better not to use it.

Last summer our house was painted by me. The job had taken about two weeks. First, I was washing the exterior using warm water and a mild detergent. Then we sealed all the chinks and pores in the walls with putty. After the putty had had a chance to dry, the exterior could be painted. A latex paint was used because it is easy to apply and cleans up with water. A whole week was needed to finish this part of the job. I was very careful to apply the paint evenly because I did not want to have to apply two coats. I used a color that was very close to the original color.

Last summer our house was painted by me. The job had taken about two weeks. First, I was washing the exterior using warm water and a mild detergent. Then we sealed all the chinks and pores in the walls with putty. After the putty had had a chance to dry, the exterior could be painted. A latex paint was used because it is easy to apply and cleans up with water. A whole week was needed to finish this part of the job. I was very careful to apply the paint evenly because I did not want to have to apply two coats. I used a color that was very close to the original color.

Last summer our house was painted (by me). The job had taken about two weeks. First, I was washing the exterior using warm water and a mild detergent. Then we sealed all the chinks and pores in the walls with putty. After the putty had had a chance to dry, the exterior could be painted (by me). A latex paint was used (by me) because it is easy to apply and cleans up with water. A whole week was needed (by me) to finish this part of the job. I was very careful to apply the paint evenly because I did not want to have to apply two coats. I used a color that was very close to the original color.

Your comments relative to your respect for my professional opinion are most appreciated.

Actor:

Action:

Object:



Your comments relative to your respect for my professional opinion are most appreciated [by me].

Actor: I

Action: appreciate

Object: your comments

Moreover, your invitation to serve on the hospital's data processing evaluation team is received with gratitude, albeit with some concern.

Moreover, your invitation to serve on the hospital's data processing evaluation team is received with gratitude [by me], albeit with some concern.

I receive your invitation with gratitude.

I appreciate your invitation.

When not to use the passive voice:

When passive constructions are vague, confusing, pompous sounding:

When the business plan is finished, it is suggested that it be rerouted for final approval.

When it creates an abstract, vague, "state" feeling as a compound with the verb to be:

It is observed that many students are registering late for class.

We observed many students registering late for class.

When it leads to wordiness:

It was recommended by the budget committee that the program be discontinued by the department. (15 words)

The budget committee recommended that we discontinue the program. (9 words)

OK to use passive voice:

When you want to emphasize the object of the action:

Johnny Jensen, our shipping clerk, shipped your order on November 15. (active)

Your order was shipped November 15. (passive)



To deemphasize the actor:

You waste my time. (active)

Time is being wasted. (passive)

When there is more than one actor or the actor is unknown:

Over 120 contaminants have been dumped into the river.

When there's a punchline:

The gold medal in the five-hundred-meter, one-man bobsled competition has been won by a six-year-old girl.

To occasionally provide some variety to sentence structure.

dr. reed

business plan

1. write 3 new business ideas on a sheet of paper
2. appoint a group recorder
3. round robin: brief explanation of idea
4. vote for top 3 choices
5. recorder tally points