class #13 - quiz 4 - clips of the day - raising sensitive issues - persuasive talk tips - figures: opposites - more on content: openings - gr: principles of visual design	
clip of the day	

raising sensitive issues

	Raising the Issue
1.	agree to have conversation.

- 2. identify issue.
- 3. ask questions.
- 4. state where you agree
- 5. state where you disagree.
- 6. diffuse blame
- 7. agree on a solution.
- 8. make nice.

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Taking Criticism

- 1. understand the problem
- 2. look for places to agree
- 3. accept or reject the criticism
- 4a. if you accept, agree on a solution
- 4b. if you reject, explain why



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persuasive talk	
what is your crux?	

what is your crux? (key to your narration) what is the resistance frame of your audience? (key to opening & prolepsis) what is your counterframe? (key to opening, division, proof, prolepsis)	
The Magic Four Needs: 1. Physical health & safety: security (fear) 2. Love & belonging: identity (fear & desire) 3. Self Interest: autonomy, freedom (desire) 4. Hope in a better future: meaning (desire)	

make sure you label parts and that you are clear about what you want to accomplish in each one.	
figures of speech (opposites) purpose: create tension, compare & contrast	

antithesis: not this, but that or not that, but this	
(jh calls it 'syncrisis')	
it's not about x; it's about y.	

it's not about making money; it's about making connections.	
many are called, few are chosen	

chiasmus (key AZ mus): a reversal in the order of words in two otherwise parallel phrasesAB BA	
We're prepared to place our trust in the people to reshape government. Our liberal friends place their trust in the government to reshape peopleNewt Gingrich	

We believe that the efforts of a few can enrich the lives of many. Our friends on the right believe that the efforts of the many should enrich the fewliberal retort	
paradox A statement that is self-contradictory on the surface, yet seems to evoke a truth nonetheless.	

we had to destroy the village in order to save it.	
to get a job, you need experience; to get experience you need a job.	

whoever loses his life will find it.	
i can resist anything but temptation	
you shouldn't go into the water until you know how to swim	
oxymoron	
a condensed paradox	

jumbo shrimp, pretty ugly, pragmatic idealist, honest thief, deafening silence, microsoft works, military intelligence	
irony to say something and mean something else	

The loose 'use of irony and ironically, to mean an incongruous turn of events, is trite. Not every coincidence, curiosity, oddity and paradox is an irony, even loosely. And where irony does exist, sophisticated writing counts on the reader to recognize it.'" (Bob Harris, "Isn't It Ironic? Probably Not." The New York Times, June 30, 2008) rhetorical irony-referring to a tall person: now there's a midget for you (sarcasm) I've told you a million times not to exaggerate. (hyperbole) said of an amputated leg: it's just a flesh wound She's not a day over 103. (litotes--understatement)

the business plan	
a word about openings in business plan	

Openings: Ethos, Ethos, Ethos 1. Use identity strategy: jokes, code, trust, likability, 2. Surprise or shock: defy expectations 3. Ask questions: Simon Sinek 4. Tell a story: make it personal	
Sets the tone & energy level Establishes business model/concept Gives quick overview & introductions	

business plan: openings	
b.c. industries opening	

