

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.

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



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

chiasmus (key AZ mus):

a reversal in the order of words in two otherwise parallel phrases--AB 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 people. --Newt Gingrich

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)

business plan:
openings

b.c. industries opening
