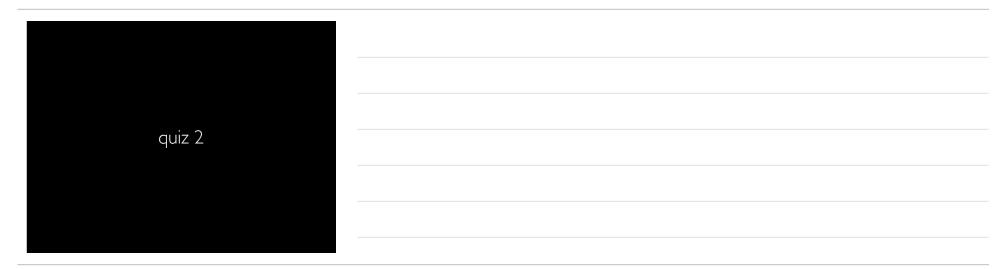
class #9

- jokes
- clip of the day
- information interview
- 'W' and the identity strategy
- sales letters
- dr. reed workshop 1
- work plan





jokes	
information interview	
clip of the day	

Gordon Gecko Defines the Frame		

\sim	\sim	C I
	(reed	Speech

Gecko knocks down the house where the rules hold that Greed is a vice ...

And he builds a new house in which Greed is a virtue.

	review	

three elements active shares with passive crux of when to use passive three objectives of a bad news message

rhetorical considerations

Identity Strategy

bush the genius of identity strategy	
🗮 CollegeHumor.com	
jh: chaps 21 & 22	
jii chapo zr a zz	
code grooming	

use of language and symbols within a group whose meaning is impenetrable to anyone but themselves

bushisms

"A great Bushism is a work of art--neither an accurate representation of reality nor an appeal to logic, but a series of impressions that brings Bush closer to the group he wants to appeal to." --Jay Heinrich

bushisms

I know what I believe. I will continue to articulate what I believe and what I believe-I believe what I believe is right.

Families is where our nation finds hope, our wings take dream.

We look forward to hearing your vision, so we can more better do our job.

I'm a proud man to be the nation based upon such wonderful values.

Colbert does Palin:	
more on the commonplace	
jh, chapter 11	

a verbal tactic that leans heavily on the ethos dimension of your argument--

it works with the "pre-existing consensus."

the taken-for-granted mental furniture that lies around in your audience's mind

ideas codified in proverbs or adages that everybody accepts without question

early birds get the worm, freedom isn't free, etc.

uses	catchphrases	and	buzz	words	that	play 1	to	basic
value	e assumptions	of y	our a	udienc	е			

they're ideas nobody would even think to challenge

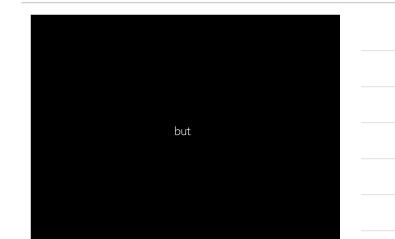
but nothing in our real-world experience of it is unambiguously true, not even commonplaces ...

so for every commonplace truth, you can find its opposite	
look before you leap	
but	

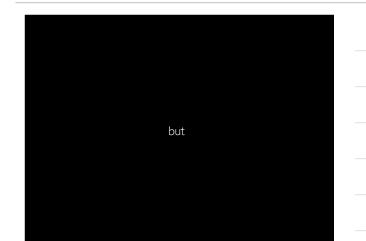
he who hesitates is lost	
The which theshates is lost	
you're never too old to learn	
but	

you can't teach an old dog new tricks	

don't judge a book by its cover	



you don't get a second chance to make a first impression.	
out of sight out of mind	



absence makes the heart grow fonder	
(you get the idea)	

arguments are often won by whoever most skillfully deploys the most robust commonplaces

(page 21)

request messages

(prove your cliches are better)

if in an argument someone hits you with a commonplace, hit back with your own

Persuasion	
go to coursepak, p.46	
Persuasion You need an action response, but your audience is resistant and free to refuse.	
is resistant and free to refuse.	
role of pathos	

Motivators

Security: physical safety Belonging: recognition, respect, being liked Autonomy: freedom to live the dream Purpose: contribute something positive to the world



Motivators

Security: physical safety Belonging: recognition, respect, being liked Autonomy: freedom to live the dream Purpose: personally meaningful, making a difference

role of frames	
pathos frames ethos frames logos frames	
dr. reed	

resistance frames vs. counter frames	

role of pathos

Phase I: Content (today) block out in a rough draft		
Phase 2: Clarity (for Class 10) paragraphs & sentences		
Phase 3: Correctness: (for Class 11) usage, typos, etc.		
	4	

Sales Letters

Classic form of persuasive request, but very specialized.

Uses AIDA strategy.

AIDA

- Attention
- Interest
- Desire
- Action

AIDA	
 Attention Interest Desire (not Decision) Action 	
moving reader from resistance to compliance	