

## class #11

- return hilda
- jokes
- clip of the day
- more figures of speech
- presentation zen approach
- dr. reed workshop

clip of the day

## figures of speech

Climax: a repetition in which words or phrases or sentences are arranged in order of increasing intensity or importance, often in **parallel construction**; words or phrases arranged by degrees of increasing significance.

"A little neglect may breed great mischief . . . for want of a nail, the shoe was lost; for want of a shoe the horse was lost; and for want of a horse the rider was lost." --Benjamin Franklin

"They call for you: the general who became a slave; the slave who became a gladiator; the gladiator who defied an emperor. Striking story."  
The Emperor Commodus to Maximus, in  
*Gladiator*

"Aboard my ship, excellent performance is standard. Standard performance is substandard. Substandard performance is not permitted to exist. That I warn you." -Captain Queeg, *The Caine Mutiny*

"You can't hold a whole fraternity responsible for the behavior of a few perverted, sick individuals, but if you do, shouldn't you blame the whole fraternity system? And if the whole fraternity system is guilty, isn't this an indictment of our educational institutions in general? I put it to you, Greg, isn't this an indictment of our entire American Society? You can do what you want to us, but we're not going to sit here and listen to you bad mouth the United States of America." -Otter, *Animal House*

triad: simple three-word phrasing

wine, women, and song

liberte, egalite, fraternite

sex, drugs, and rock n roll

content, clarity, correctness

tricolon: phrasing with three  
clearly defined parts of equal  
length, usually independent clauses  
and of increasing power.

I came; I saw; I conquered.

Wherever you are, whatever you do,  
wherever you may be, when you think  
refreshment, think ice-cold Coca-Cola

"with malice toward none, with  
charity toward all, with firmness in  
the right..." *Lincoln, Second  
Inaugural*

synathroesmus (si na TREES mus):  
a piling up of adjectives, for  
dramatic, hyperbolic effect

Of all the bete, clumsy, blundering, boggling, baboon-blooded stuff I ever saw on the human stage, that thing last night beat--as far as the story and acting went--and of all the affected, sapless, soulless, beginningless, endless, topless, bottomless, topsyturviest, tuneless, scrannelpipest--tongs and boniest--doggerel of sounds I ever endured the deadliness of, that eternity of nothing was the deadliest, as far as its sound went." John Ruskin describing a performance of Wagner's *Die Meistersinger*

Lipsmackin' thirstquenchin'  
acetastin, motivatin' goodbuzzin'  
cooltalkin' highwalkin' fastlivin'  
evergivin' coolfizzin' Pepsi.

The night-time sniffing, sneezing,  
coughing, aching, stuffy head, fever,  
so-you-can-rest medicine.

presentation zen

zen ethos:

restraint  
simplicity  
naturalness

an approach, not a technique

"the art of presentation...

. . . transcends technique and enables an individual to remove walls and connect with an audience to inform or persuade in a very meaningful, unique moment in time." Garr Reynolds

kairos

(jh chap 21)

whatever you may think of this  
approach, remember this . . .

people cannot read and listen at the  
same time

they just can't

pink, whole new mind

high concept

capacity to detect patterns  
and opportunities, to create  
artistic and emotional beauty,  
to craft a satisfying  
narrative...

"It's increasingly clear that logic alone is not a sufficient condition for success for individuals and for organizations. Right-brain thinking is every bit as important now--in some cases more important--than left-brain thinking.

high touch

six senses

(right brain directed  
aptitudes)



dr. reed workshop