

Study Guide

Updated 2/22/17. Please bring any typos or any other problems to my attention. If items are highlighted in yellow, you don't have to know it.

Day 1

- After each class, ask yourself: what did I learn? What do I need to remember to understand? How can I apply this new understanding practically?
- In the Dan Pink clip:
 - Are carrots and sticks intrinsic or extrinsic motivators?
 - According to Pink, what are three things intrinsically motivated workers want? Can you give examples?
 - Why do you think the research shows that creative work shouldn't be tied to monetary extrinsic rewards and punishments?
- What is the importance of the 'response' in the communication loop, and what are its three dimensions?
- What role does "ethos" play in the diagram of the communication loop discussed in class?
- Describe the difference between yin and yang as it applies to business communications.
- What does 1st, 2nd, & 3rd person refer to?
- What is the difference between nominative and accusative cases?
- What are the four problem-solving steps?
- What is the core structure of a story joke? Why is that structure important for other kinds of communications as well?
- Exposition is a means to an end. What is the end?

Day 2

- What are the two reasons to use a tactical concession in an argument? Can you give me an example from the film clips we watched?
- Why in *Thank You For Smoking* is the Aaron Eckhart character's attempt to deflect the audience's anger from him toward the politician plausible?
- What is a commonplace? Can you give me at least two examples from the clips we watched?
- What's the difference, according to JH, between fighting and arguing?
- What does 1st, 2nd, & 3rd person refer to?
- Know the three steps in determining whether who or whom is correct in a sentence.
- In the clip from *The Verdict*, why did the Newman character's approach fail to persuade the nurse? What different approach would you advise him to take?
- In the "there-is-no-point" scene from *Up in the Air*, what are some key elements about Ryan's approach to Jim that made it more likely for him to succeed in winning Jim over?
- What should the crux issue be in the Goodwin message situation?

- Why do both Goodwin messages 1 & 2 go astray?
- How can a proactive dimension be added to the Goodwin messages?
- Describe the difference between reactive and proactive. What are the catch phrases that you should associate with either term?
- Describe the difference between static and dynamic.

Day 3

- What is the important thing to remember about prepositional phrases when pronouns are the object?
- How does the rock, scissors, paper game relate to pathos, ethos, and logos frames?
- What is a logos frame and what are its limitations?
- What is a pathos frame, and why is it the most potent of the rhetorical frames?
- What is an ethos frame, and what role does it play in shaping an audience's thinking?
- Pacino locker-room speech:
 - What is the ethos dimension of this speech?
 - What role does pathos play in the speech? Logos?
 - He presents himself as a loser in the beginning of his speech. What do you call that rhetorical technique? Why does he do that?
- What's the difference between situation analysis and document analysis?
- What is a key question to ask yourself when trying to Define Issues in a situation analysis?
- Defining the Audience
 - What's the difference between the primary and secondary audience?
 - How do you make the decision to put someone in the "To" line vs. putting her in the "cc" line?
 - "Vanilla vs. chocolate" clip: Why doesn't it matter that Joey isn't persuaded? Is Nick's an ethos argument or a logos argument?
 - What is the role of tone in communications?
 - What are the three components of "ethos" in the context of situation analysis?
 - Why is there no point in saying anything if you have little or no credibility?
 - Why is it important for you to understand not only what you need to say but also what your audience needs to hear?
- Defining Goals:
 - What is the difference between primary and secondary goals?
 - In the revised version of the message to Mr. Goodwin, in what part of the message is the secondary objective located?

Day 4

- What is the connection between decorum and ethos, and how does it affect credibility?
- What is the connection between decorum, punctilio, and etiquette? (Look the words up in the dictionary.)
- JH chaps 5-8
 - Comment on this quote from JH: “You persuade a man insofar as you can talk his language by speech, gesture, tonality, order, image, attitude, idea, identifying your ways with his.”
 - What’s the point of JH’s discussion of *8 Mile*? The story of the bumper sticker?
 - Do you agree with this statement on p. 55: “ But persuasion doesn’t depend on being true to yourself. It depends on being true to your audience.”
 - Does being virtuous mean doing the right thing? Was Atticus Finch in *To Kill a Mockingbird* virtuous?
 - Was Abraham Lincoln’s use of “darkie jokes” a sign that he lacked virtue?
 - What is the “tactical flaw”? (p. 64) Can you think of some examples of its use in the film clips that we’ve watched?
 - Why, according to JH, does Bluto in *Animal House* have poor ethos?
 - Is there a connection between practical wisdom and high IQ? [What about emotional intelligence (EQ) and social intelligence (SQ)?]
 - How do you establish your practical wisdom cred?
 - What does this statement mean: “Rhetoric is most effective when it leads an audience to make up its own mind.”
 - Can you give me an example of the “reluctant conclusion”?
 - Why is ‘goodwill’ essential for persuasion?
- Definition of strategy: How you organize your resources to accomplish your objectives.
- What’s a freewrite? How do you know if it’s working?
- Why did I say that “journaling” or keeping a diary is a good idea?
- What does the memory curve tell you?
- What are the three components of the opening for a direct informative message?
- When do you use a preview?
- What are some expository tools for use in the body of a message?
- What are the three tools used for synthesis in the body of a message?
- Where in the typical message should you state your primary objective? Where do you state the secondary objective, if you have one?
- What are the characteristics of full-block style?

Day 5

- Be familiar with the uses of commas, semicolons, and colons discussed in class.

- What is the mnemonic for coordinating conjunctions? Can you use it to name the seven of them?
- What tenses do Forensic, Demonstrative, and Deliberative arguments correlate with?
- What is the definition of Emotional Intelligence?
- What are the four emotional levels of motivation?
- In the movie clip from *Up in the Air* in which Bob gets laid off, why does Ryan have EQ and Natalie does not.
- In the same clip, what kind of ‘frame’ is Bob in, and what kind of frame is necessary for Ryan to crash it?
- What motivators does Ryan use to replace Bob’s old frame with a new one?
- PTO, chap 5, “Verbal Abuse”. Take it a little at a time and put a check mark next to every entry you understand, a question mark next to those you don’t, and a star next to entries that are mistakes you make but didn’t know it.
- JH Chapter 9
 - What does JH mean when he says reality looks different under different emotions?
 - What’s the role of ‘experience’ and ‘expectation’ in shaping an audience’s emotional response?
 - Why are stories a good tool for evoking emotion?
 - What does JH mean when he says, “when you argue emotionally, speak simply”? Why does a quiet voice but furious eyes communicate emotion more intensely than shouting?
 - Why is humor so good at improving your “ethos”?
 - Why are appeals to emotions like sorrow, shame, and humility often rhetorically ineffective?
 - Why are anger, patriotism, and emulation usually more effective?
 - What does JH mean by ‘emulation’ anyway?
- JH Chapter 10
 - What rhetorical tools are useful when you want to cool your audience down?
 - What is the rhetorical effect of passive voice?
 - What’s the point of the backfire technique? In what situations is it best used?

Day 6

- What three adjectives describe an effective mantra? Can you give me an example of a mantra from the film clips we’ve watched?
- How is the Cody Phipps video clip about building team consensus around “winning from the middle” an illustration of what Kawasaki is talking about?
- Can you identify a coordinating conjunction and a conjunctive adverb? Do you know the different punctuation rules for them when they introduce independent clauses?
- What are the two rules of thumb regarding parallel structure when using lists?

- Is it always wrong to use a 'yin' style?
- What are the three basic elements in every active-voice clause?
- What are the eight forms of the verb 'to be'?
- What is a hidden verb? What are the suffixes or endings that indicate a verb hiding in a noun?
- When you have a static, stilted, awkward sentence, what is the best medicine to cure it?
- How do you identify a 'gerund'? Are gerunds yin or yang?
- What makes a bad news message indirect in its organizational structure?
- Know the cheeseburger strategy for a bad news message and what each part is designed to achieve.
- Know the three objectives of a bad news message and which parts of the cheeseburger are used to accomplish them.

Day 7

- What figures of speech are used in the two Animal House film clips? Why does everyone follow Otter, but not Bluto?
- How do you know whether a clause is restrictive or non-restrictive? Which of these uses commas to separate it out, and which is introduced by 'that' and 'which'.
- Know how to identify and correct a dangler. (See PTO chapter 9, "The Compleat Dangler.")
- What are the three basic elements in every passive-voice clause?
- What is the past participle test?
- Is every sentence with a 'to be' verb in the passive voice?
- How do you know if the verb in a sentence uses a passive construction?
- Gordon Gecko clip: Does Gecko work with the prevailing ethos of his audience? How does he work with his audience's ethos? What defining tools does he use?
- Know how to identify a passive construction in any given paragraph with a mix of sentence types.
- Know how to flip a passive voice sentence or clause into active voice or an active to a passive.
- Know when and when not to use passive voice.
- In JH Chap11:
 - What is the point of the example JH discusses about Annie trying to persuade Kathy not to vote Republican? Relate JH's ideas to our discussion of frames.
 - What does JH mean by the "pre-fab consensus"?
 - Why are clichés a useful tool in most arguments?
 - Why is understanding that most audiences have ambivalent set of values important when you are making an argument?
 - How does this idea relate to our discussion of the commonplace?

- JH chap 12,
 - The author discusses the sequence: facts, redefine terms, unimportance, relevance. Can you tell me the example he used to illustrate how it works?
 - Is there a connection between “relevance” as JH talks about in chap 12 and Nick’s argument about cheddar cheese in the Senate testimony clip?
 - ‘Redefining terms’ is a powerful tool: Can you give me some examples of its use in the clips we’ve watched in class or from the book?
 - What’s the difference between denotation and connotation?
 - Can you give some examples of “framing” the issues from current politics or current events?
 - What are the three steps the author gives for framing an issue?
 - Can you give me other examples from film clips that we have watched about how the main character reframes the argument?

Day 8

- Susan Cain podcast:
 - There is a spectrum between extreme introversion and extroversion. People who have a mix of both are called what?
 - Leaders who are introverts work better with what kind of workers?
 - Is it possible to be a self-absorbed extrovert?
 - Extroverts do better in groups; introverts do better _____.
 - What do extroverts in a group setting need to do to get more engagement from introverts?
- If a commonplace points to a common-sense and widely held value, does that mean that your audience is likely to find its opposite untrue?
- How does the Gordon Gecko “Greed” speech watched on Day 7 take a commonplace and turn it upside down?
- Why are commonplaces so important in argumentation?
- Referencing the communication loop discussed in Class 1, what distinguishes an informative message from a request message?
- What is the difference between a direct request and a persuasive request?
- What is the difference between a direct informative message and an indirect informative message?
- JH chap 19 & 20:
 - What is “code grooming”? What is its goal as a rhetorical tool? Can you give me some examples of it?
 - What is JH’s point about how former President Bush uses code grooming? Does it have to make logos sense?
 - What “tense” does code grooming happen in? In which form of rhetoric?
 - What are “reverse words”? Can you give me an example?
 - What’s the difference between demonstrative and deliberative rhetoric?
 - What is the point of “identity strategy”?

- JH's story of winning the debate about how to spend Thanksgiving is an example of winning the battle but losing the war. (That's what a "Pyrrhic victory" is, btw)
- How can irony be used as a code-grooming tool?

Day 9

- Heinrich, chapter 18 on "Instant Cleverness". It's interesting reading, and feel free to learn and work with the great number of figures of speech that JH talks about in this chapter, but mainly focus on the ones that I talk about in class.
- What is Identity Strategy? What purposes does it serve? When would be a good time to use it?
- Why is George W. Bush a genius of the identity strategy?
- Analyze the Jason Street clip (selling dithering Joe the car in the auto dealership) according to AIDA: which parts did he emphasize or skip over?
- What's the minimum investment amount you need to ask investors for in the business plan project? Is there a ceiling? How much time do you have to make the presentation? What is the problem for which a 'work plan' is the solution?
- Why is pathos more important for effective persuasion than logos?
- What is the goal of the opening of a sales letter?
- What is the goal of the Interest section of a sales letter?
- What is the goal of the Desire section of a sales letter?
- What is the goal of the Action section of a sales letter?
- What are the three parts of the Desire section of a sales letter?
- What is the point of a common-ground theme in the opening of a persuasive request?
- Why do you not get into solution development until after the problem development?
- What is the difference between a primary and secondary benefit?
- What does it mean to neutralize objections?
- When do you use a letter and when a memo?

Day 10

- What is letterhead?
- What is the inside address in a letter?
- When do you use a letter and when do you use a memo?
- What is a rhetorical frame? What are the three things that shape a frame? Can you explain how arguments are won by owning the frame. Use Ryan's confrontation with Bob in the layoff interview as an example.
- JH chap 23:
 - What does the Greek word *kairos* mean
 - How does "occasion" affect one's persuasive capabilities?

- What does JH mean by a “persuasive moment”?
- JH Chap 24:
 - What does JH mean when he says *kairos* is only half of an occasion? The other half is what?
 - Don’t worry too much about what JH says about the different media, but remember this:
 - Logos-centric messages, no matter what the media, are cool or yin, and the less obvious they are, the cooler they are.
 - Pathos- and Ethos-centric messaging tends to be hot or yang.
- GR chap 1
 - If it’s true that people can’t read and listen at the same time, how should that affect the way you design your slides?
 - What’s the point of the bento analogy?
 - What is the Zen ‘ethos’ as GR describes it?
 - What’s the difference between ‘approach’ and ‘method’?
 - What are the six right-brained-directed aptitudes?

Day 11

- Simon Sinek clip: What figure of speech does he use to open his talk? Is there a punchline in the part of the clip shown in class? If so, what is it?
- When do you deploy figures of speech, what is the point of using them?
- What is the essential rhetorical function of a rhetorical question?
- What is the essential rhetorical function of a repetition?
- Know how to identify the figures: hypophora, erotesis, anaphora, epistrophe, and symplece.
- What is the difference between approach and technique? Exposition is a means to an end. What is the end?
- What does signal vs. noise mean?
- When you are answering someone’s question, what is your goal? Don’t say “to answer the question”. What are you doing when you answer the question?
- GR Chap 2
 - What does GR mean by “design thinking”?
 - What does he mean by ‘beginner’s mind’? What are some of its characteristics? How is it different, for instance, from the ‘expert mind’?
 - What is the ‘art of working with restrictions’? How is Pecha-kucha an example of this principle in practice?

Day 12

- Seth Godin clip:
 - How does he use story and cliché to his advantage?
 - How does he use images to reinforce his message?

- What makes his delivery style effective?
- Can you give an example of a punchline or mantra that he deploys?
- Know the basic “logic of the steps in “raising sensitive issues”. What are the goals of each?
- Know the four steps you need to take when on the receiving end of criticism.
- Know how to identify triad, and synathroesmus and other list/cataloging techniques.
- What rhetorical effect do you use lists and catalogues for?
- Cicero talks about introduction, narration, division, proof, prolepsis (refutation), and close. How do these steps correlate with the AIDA strategy taught in Class 9?
- JH Chap 25
 - What are the elements of Ciceronian ‘arrangement’? Be familiar with them enough to use them effectively in the Persuasive Talk assignment. Can you relate them to AIDA?
 - What is the logos, pathos, ethos rhythm of a persuasive talk? In which part of the talk is each dominant?

GR chap 3:

- Relate this chapter to what JH has to say about Cicero’s “Invention” in chapter 23.
- Play with GR’s suggestions about “going analog”; don’t follow them slavishly. The main point is to refuse to let the software become the tail wagging the dog.
- What did Jobs mean when he called the computer “a bicycle for our minds”? (What does it suggest about what it ought not to be?)
- What’s the difference between busyness and being busy? Clue: What’s the difference between being quick and being rushed?
- What does crafting the story require from you? Is it about the facts or is it about something else?
- What is the question you should be asking one another during your content rehearsal? Clue: See heading on p. 62.
- What’s the elevator test?
- What is a slideument?
- What would you do if a conference asked you to send your PowerPoint deck to be published in a conference binder?
- What’s the point of the story about ‘Jim from Singapore’ on p. 71? Why wasn’t his time wasted preparing a presentation he never got to give?
- What does the phrase ‘core message’ mean to you? ? Are you sure you have identified it? Does it relate to another term I’ve been using all quarter in this class? Are you always as clear about yours as you need to be?
- Chap 4:
 - What is SUCCES a mnemonic for?
 - Be able to say something insightful about each of the sticky ideas characteristics—particularly the first three.
 - Are all stories fictional?

- What's the difference between internalizing your narrative as opposed to memorizing it?
- Can computers give us meaning? Where does meaning come from, anyway?
- After reading this chapter can you see why I stressed the importance of telling the Hotz story to Dr. Reed?
- What are the connections between steps 1 & 2 in the process GR outlines on pp 86-88 and steps 1-4 in the process I outline in the coursepack on pp. 56? [I wouldn't start GR steps 3 & 4 until after step 4 in the process I outline in the coursepack.]

Day 13

- What is your objective in the opening (or the narration, division, proof, prolepsis, close) of your persuasive talk? Be prepared for a question about any one.
- I talked about four kinds of motivating themes for a persuasive talk. What are they?
- Be able to identify examples of the 'opposites' figures of speech discussed in class.
- What was the takeaway from watching the student who were talking about establishing a market need? What did they do that I hope you will emulate?
- Duarte clip: What are Nancy Duarte's five rules for preparing an effective slide show?
- What is a 'slideument'?
- When preparing your slides, which comes first, your slide ideas, or your text? Why?
- Can you describe the process of storyboarding your slides before you start working with the slideware (i.e., PowerPoint, Keynote, Prezi, etc.)?
- Why don't texty slide decks work for oral presentations or even as takeaways to read later?
- As a rule of thumb, what should each slide deliver one of?
- What are two basic rules for using text with images?
- What is the rule of thirds?
- Be familiar with the design principles discussed in GR chapter 6: simplicity, contrast, repetition, etc.
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- GR: chap 5
 - What is the difference between being simple and simplistic?
 - Is it possible to be too simple?
 - Is the 'zen aesthetic' (characteristics like subtlety, elegance, suggestiveness, and stillness) yin or yang?
 - Do you know what the word 'aesthetic' means? If not, did you look it up? If not, why not?
 - What does "amplification through simplification" mean? Can you give an example?
- GR: chap 6:

- “It depends” is an important rule of thumb. JH makes the same point in Chapter 16 in *Thank You for Arguing*. Can you relate it to our discussion of ‘decorum’?
- If ‘design’ is not decoration, what is it? Do you think the information in the coursepack on p. 26 has any connection to what GR means by design?
- 3-D charts: thumbs up or down? Why?
- What virtues, if any, do symmetrical images have? What virtues do asymmetrical images have? What is the rule that is associated with asymmetrical images?

Day 14/15

- Be familiar with the different rhetorical tools used defining and redefining and wordplay.
- What is the crux for the revenues/expenses part of the business plan presentation? The investor offering part?
- Hans Rosling clips: whether he’s using rocks or high-tech animations, what is his goal? In other words, what was my point in showing you those clips?
- Why is an oral presentation more like a movie or a comic than a document?
- What does the phrase ‘visual story’ mean?
- What is the fundamental ‘visual story’ for a line chart? Horizontal bar chart? Vertical bar chart? Pie chart?
- What is the difference between a message title and a topic title for a chart? Which one is yin, which one yang? Which is used (mostly) in business, which (mostly) in academia?
- How do you make a decision about when to use a table and when to use a chart?
- When delivering an oral presentation, self-consciousness is your biggest enemy. What is my suggested tactic for overcoming that enemy?
- What does the phrase “trust your preparation” mean?
- GR chap 8:
 - Make the connection to our previous discussion of *Kairos* when reading this chapter.
 - The goal is to make your presentation look easy and natural. Does that come easily and naturally?
 - Why must you put aside hopes for success and fear of failure when delivering a presentation?
 - When you listen to a live music performance, is technical perfection the most important thing? What is? Is that idea translatable to giving presentations (or any performance)?
 - Can you connect what GR is saying in the chapter to what I’ve been saying about the difference between “memorizing” a part and “knowing” it?
 - I’m not going to ask you to memorize the five principles of judo, but I recommend that you think about them and how to apply them in any challenging situation.

- Why is asking and answering the question “How can I make a contribution?” more likely to get you appreciated than asking the question “How can I get appreciated?”
- What have been your experiences of making a contribution? When have you been at your best in that regard?
- Why is the fear of making a mistake the biggest obstacle to developing mastery of any skill or capability?