class #2

- clip of the day
- jokes
- review
- pto: pronouns
- jh: winning over vs. winning
- coursepak: situation analysis
- assignment #1
office hours m/w 4-530

quiz 1 on tuesday, class 4

assignment 1 due thursday, class 5
jokes

be natural
relaxed intensity
think on your feet
(don’t read or memorize)
speak up
don't swallow your punchline
don’t be (too) offensive
have fun with it
clip of the day
review
dan pink video
setup and a punchline
exposition then insight
what’s the importance of the response?
yin & yang
analysis
strategy
execution
evaluation
pto: pronouns
### Pronouns & Case

<table>
<thead>
<tr>
<th>Person</th>
<th>Nominative (subjects)</th>
<th>Accusative (objects)</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Person</td>
<td>I, we</td>
<td>me, us</td>
</tr>
<tr>
<td>Second Person</td>
<td>you</td>
<td>you</td>
</tr>
<tr>
<td>Third Person</td>
<td>he, she, it</td>
<td>him, her, it, them</td>
</tr>
<tr>
<td>Relative Pronoun</td>
<td>who, whoever</td>
<td>whom, whomever</td>
</tr>
</tbody>
</table>
subjects or objects?

Mary likes Joe. She likes him.
Joe likes Mary. Him likes she.
She and him went out for a walk.

The teacher told Sally and I to do our homework.

Us three didn’t know what to do next.
Who versus Whom
who/whom

Mary is the candidate who/whom we think will win.

Mary is the candidate who/whom we hope to elect.
Mary is the candidate who/whom we think will win.

Mary is the candidate who/whom [we think will win].

Mary is the candidate who/whom [we think she will win].

Mary is the candidate who/whom [we think she will win].

Mary is the candidate who/whom we think will win.
Mary is the candidate who/whom we hope to elect.

Mary is the candidate who/whom [we hope to elect].

Mary is the candidate who/whom [we hope to elect her].

Mary is the candidate who/whom [we hope to elect her].

Mary is the candidate whom we hope to elect.
rhetorical considerations
strategic objective

over’ vs. winning
there are no rigid formulas
but there are tried-and-true ways to “approach” different problems
some approaches work
and others just don’t . . .
from *The Verdict* (1982)
Does this wOrk?
from *Up in the Air*  
(2009)
Why is this better?
tactics clooney uses:

• asks questions
• uses a tactical concession
• focuses on future
• comes up with punchline idea
coursepacking
memo punctilio
analysis
strategy
execution
evaluation