class #11

• quiz 3
• dr. reed
• jokes
• clip of the day
• figures of speech
• raising sensitive issues
• the persuasive talk
• oral presentation content
clips of the day
figures of speech
rhetorical questions
hypophora: ask a question then immediately answer it
Over? Did you say 'over'? Nothing is over until we decide it is! Was it over when the Germans bombed Pearl Harbor? Hell no!
"What makes a king out of a slave? Courage! What makes the flag on the mast to wave? Courage! What makes the elephant charge his tusk in the misty mist, or the dusky dusk? What makes the muskrat guard his musk? Courage --Cowardly Lion
Is this any way to run an airline? You bet it is.
erotesis: a series of questions asked one after the other, that infuses energy and awakens attention and implies strong affirmation or denial.
“Isn’t that incredible?” … “Want to see that again?” … “Pretty cool, huh?”--Steve Jobs
aren’t you glad you use dial? [soap]
don’t you wish everyone did?
repetitions
anaphora: [uh-naf-er-uh]
repetitions at the beginning of something.
We shall not flag or fail. We shall go on to the end. We shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills. We shall never surrender.

-- Winston Churchill
epistrophē [eh-PISS-truh-FEE]

repetitions at the end of something.
The time for the healing of the wounds has come. The moment to bridge the chasms that divide us has come."

--Nelson Mandela
For when we have faced down impossible odds, when we've been told we're not ready or that we shouldn't try or that we can't, generations of Americans have responded with a simple creed that sums up the spirit of a people: *Yes, we can. Yes, we can. Yes, we can.*

It was a creed written into the founding documents that declared the destiny of a nation: *Yes, we can.*

It was whispered by slaves and abolitionists as they blazed a trail towards freedom through the darkest of nights: *Yes, we can.*

It was sung by immigrants as they struck out from distant shores and pioneers who pushed westward against an unforgiving wilderness: *Yes, we can.*

--Barack Obama
When I was a child, I spoke as a child, I understood as a child, I thought as a child.--St. Paul
symploce [SIM-ploh-see]
repetition that combines anaphora and epistrophe to create a donut hole that gets willed with a different word or phrase.
We want freedom by any means necessary. We want justice by any means necessary. We want equality by any means necessary.

--Malcolm X
My brother need not be idealized, or enlarged in death beyond what he was in life, to be remembered simply as a good and decent man, who saw wrong and tried to right it, who saw suffering and tried to heal it, saw war and tried to stop it.

-- Ted Kennedy, Eulogy for Robert F. Kennedy
dunkography
"What makes a king out of a slave? Courage! What makes the flag on the mast to wave? Courage! What makes the elephant charge his tusk in the misty mist, or the dusky dusk? What makes the muskrat guard his musk? Courage --Cowardly Lion
Highlight Reel 1
Takehome Midterm: The Persuasive Talk
Work Plan due Tuesday
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. agree on a solution
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. agree on a solution
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
presentation zen
zen ethos:

restraint

simplicity

naturalness
an approach, not a method
“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)
knowing what to say and not say
it's about giving just enough exposition to deliver an insight
signal vs. noise
why is it easier to answer questions during the q & a?
you have a limited, focused goal
you know you don’t have to say everything you know . . .
...you have to say only enough to deliver the insight.
always ask yourself: what’s my crux idea?

what do i want my audience to remember?
and then ask yourself: how can I formulate that idea in a way that has the most impact . . .
how can i make it sticky?
content rehearsal

coursepack p. 56