Day #12

- return quiz 3; quiz 4 Thursday
- clip of the day
- more figures of speech
- raising sensitive issues
- the persuasive talk
- sticky ideas
clip of the day
Seth Godin speaks:
figures of speech
lists, catalogs

easy way to deliver specificity, concreteness, vividness
triad: simple list using three-word phrasing

wine, women, and song
liberte, egalite, fraternite
sex, drugs, and rock 'n roll
content, clarity, correctness
I came; I saw; I conquered.
"with malice toward none, with charity toward all, with firmness in the right..." Lincoln, Second Inaugural
descriptive catalogs
catalog with a twist

she strode like a grenadier, was strong and upright like an obelisk, had a beautiful face, a candid brow, pure eyes, and not a thought of her own in her head. --Joseph Conrad
it had color, noise, huge, clashing armies, sound and fury, and not a single believable character.
the hike was painful, agonizing, arduous, and the most fun i’ve ever had.
it was your typical downtown, fair-trade kind of coffee shop, with a dog chained out front, students inside chained to their laptops, and a long line of hipster types waiting for their coffee.
**synathroesmus** (si na TREES mus): a piling up of adjectives for dramatic, hyperbolic effect
Lipsmackin’ thirstquenchin’
acetastin, motivatin’ goodbuzzin’
cooltalkin’ highwalkin’ fastlivin’ evergivin’ coolfizzin’ Pepsi.
Of all the affected, sapless, soulless, beginningless, endless, topless, bottomless, topsyturviest, tuneless, scrannelpipiestic--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*
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.

7. make nice.
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
midterm takehome: persuasive talk
jh: chap. 25 & 26
cicero’s big 5

• invention
• arrangement
• style
• memory
• delivery
opening = ethos
body = pathos & logos
close = pathos
opening--ethos

body—pathos & logos

narration: problem development

division: solution concept

proof: primary & secondary benefits

prolepsis: anticipate & neutralize counterargument

close--pathos:
make compelling plea for action
Developing Content
coursepack p. 56
find a punchline idea, a mantra that makes the insight *pop* for you and your audience.
just do it

i want to put a ding in the universe

people don’t buy what you do; they buy why you do it

democratize design

ideas that spread win
and repeat this mantra throughout your talk
Crux, Freewrite, & Frame
crux
the energy center for your message
freewrite
frame
resistance frames and counterframes
a frame determines the terms on which any topic is going to be discussed
pathos frames
ethos frames
logos frames
frame for persuasive talk and business plan pitch?
why should i believe you? (ethos)

why should i care? (pathos)

how will it work? (logos)
sticky ideas
SUCCES
simplicity
unexpectedness
concreteness
credibility
emotion
story
“Simplicity is about subtracting the obvious, and adding the meaningful.”

— John Maeda
Simplicity

if everything is important, then nothing is important
Simplicity

you must be ruthless in your efforts to simplify — not dumb down — your message to its absolute core
you must be willing . . .
to kill your darlings
maximum effect, minimum means
maximum signal, minimum noise
don’t be satisfied with the obvious--try to give your audience .

..
unexpectedness
surprise people
violate their expectations
stimulate their curiosity
deliver insights
intrigue them
abstractions are not memorable, nor do they motivate--so . . .
be concrete . . .

. . .down to earth
use natural speech, and give real examples with real things--not abstractions
1 gigabyte = 10,000 songs
speak (and write) from your experience
make it personal
tell stories
make it visual

66 grams of fat =
credibility
ethos, ethos, ethos...

does your audience trust you and connect with you and your message?

if there’s no natural connection, you have to create one.
emotions
pathos, pathos, pathos

if your audience isn’t feeling it, it isn’t going to care about or remember what you say
story
information soaked in emotions and wrapped in visualization
create a movie in audience's mind