class #8

- return quiz 3
- clip of the day
- jokes
- punctuation
- coursepack: persuasive requests & dr. reed
- business plan video

clip of the day
The Power of Introverts, Susan Cain

quiz 3 next tuesday
### Problem Pairs

<table>
<thead>
<tr>
<th>lie</th>
<th>sit</th>
</tr>
</thead>
<tbody>
<tr>
<td>lying, lay, lain</td>
<td>sitting, sat, sat</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>lay</th>
<th>set</th>
</tr>
</thead>
<tbody>
<tr>
<td>laying, laid, laid</td>
<td>setting, set, set</td>
</tr>
</tbody>
</table>
fewer/less

principal/principle
nauseous/nauseated

affect/effect
comprise/compose

rhetorical considerations
more on the commonplace
jh, chapter 11

the commonplace

a verbal tactic that leans heavily on the ethos dimension of your argument—
it works with the “pre-existing consensus.”

ideas codified in proverbs or adages that everybody accepts without question
early birds get the worm, freedom isn’t free, etc.

uses catchphrases and buzz words that play to basic value assumptions of your audience
they're ideas nobody would even think to challenge

but nothing in our real-world experience of it is unambiguously true, not even commonplaces...
so for every commonplace truth, you can find its opposite . . .

look before you leap
but he who hesitates is lost
you’re never too old to

but
you can’t teach an old dog new tricks

don’t judge a book by its cover
but clothes make the man
out of sight out of mind

but
absence makes the heart

(you get the idea)
arguments are often won by whoever most skillfully deploys the most robust commonplaces.

if in an argument someone hits you with a commonplace, hit back with your own.
(prove your cliches are better)
dr. reed

business plan