

Jordan Koplowitz
BCMU 1:30

Persuading art majors to take BCMU next quarter.

INVENTION:

Analysis:

Issues:

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- Speech preparation issue
- Art majors' lack of interest in business issue
- Persuading Art Majors to take BCMU issue

Goals:

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- Reactive: Make art majors who are against taking BCMU, want to take BCMU next quarter
- Proactive: Craft a speech so persuasive that art majors make their friends want to sign up for BCMU

ok, but not necessary

Audience:

Scope:

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- Primary: Art major seniors who want to take BCMU
- Secondary: Art major seniors who are against taking BCMU as their last elective and art major seniors who are indifferent about taking BCMU

This is the real LOAUP IENCE

~~ETHOS~~ Relationship: Sophisticated, semi-formal and kind of wacky. Art majors tend to appreciate creativity and have a good sense of humor

Need: Audience must feel like they need to take BCMU in order to be a successful artist

GOOD ETHOS DESCRIPTION CREDIBILITY?

Detailed definition of secondary audience: 19-25 year-olds who are currently majoring in art at the University of Washington. It is 60% girls, 40% guys. The art majors who do not wish to take BCMU think it is a useless class and teaches people to be emotionless. They think that telling people how to communicate properly is wrong and that everyone should communicate the way they feel comfortable with. They love individuality but are judgmental if people are not as sophisticated as them.

Very helpful →



ARGUMENT

Core Idea/Enthymeme: If you want to become a successful artist, you will need to take a BCMU course that teaches you the communication strategies necessary to win over audiences.

✓✓

PO-ARTICATIO
OK

I've heard art majors are notoriously difficult to persuade... I don't know if I have the proper rhetoric for this...

✓

I'm an artist.

Scratch that, I'm a musical artist. We could argue for hours about how different visual and musical arts are - - we're not going to do that (but I'd love to discuss over some coffee if anyone is interested). I'm here to talk about performance.

GOOD USE
OF
COMMON
GROUND

COOL
ANALOGY

I'm a musical artist that has traveled around the country showcasing my art. I have played dance parties, I have played emotional listening sessions, I have played sit down concerts, I've played to thousands and I've played to tens, I've played main stages, basements and theaters...and believe it or not, I have even played shows where no one was there (sad times)...

Nice

I'm a musical artist who collaborates with others in the music industry every week. I've worked with producers, engineers, managers and agents in-studio and through email. I actually sent a hand-written note to a fellow musician once; I was trying to get him to remix one of my songs.

VERY
STRONG
ETTES
OPENING

I'm a musical artist that had to work for respect. I'm no Justin Bieber or Britney Spears. People don't automatically think of me as the coolest human to walk earth. It's hard to get people to appreciate me as a person, let alone my art! I'm sure some of you know how disheartening a professor can be...

REMINDS
ME OF
FIGHTING
FOR EVERY
INCH TROPE

Most importantly though - - I'm a musical artist who has learned throughout his career that if the audience doesn't trust him, they don't trust his music.

Good
parallelism

And that's where successful communication comes in.

Whether your performance is on a stage in front of thousands or just in an email to a potential business partner, successful communication can be the lifeblood of a good relationship. My business communications class at UW taught me how to use the proper rhetorical techniques to win over my audience and connect with my listeners.

TRAD

OK, BUT
BETTER
IF YOU
LAY OUT
PROBLEM
1ST

I'm going to show you how a BCMU course could save your career as an artist.

EROTESIS

How many of you have ever sold a piece of your own art? How many of you have ever attempted to sell a piece of your own art? I'm guessing many more. Unfortunately, for us artists, creating is only 50% of the work.

✓

But what does BCMU really teach you? BCMU teaches you how to confidently convey the message you truly mean to deliver, in the most intriguing way. It breaks down clumsy, boring, and meaningless chatter and builds it up with a backbone and integrity. It teaches you how to keep the audience's attention and remain concise.

You will learn how to be persuasive through a gamut of rhetorical techniques. Jack Whelan uses Jay Heinrich's book, "Thank You For Arguing" to explain every method of persuasion known to man. From Abe Lincoln to Homer Simpson. In class, Whelan will outline ways to properly use a prolepsis (counter-argument) and commonplaces (existing stereotypes) as well as tactical concessions (admitting opponent is right) and Irony (doubt you guys know that one) to win arguments.

By the end of the course, you will be able to create a feeling of connection between your art and even the most inept of human beings. Buyers will understand the true vision of your work and feel as close to message as you do.

You will learn how to write bad news letters, persuasive letters, press releases and cover letters...and you will learn how to apply your rhetorical techniques in these messages.

It will seem like a piece of cake to convince a gallery to host your artwork. They will most definitely want to represent such a sophisticated individual, one who has clearly communicated the advantages of collaboration.

You will learn the importance of proper decorum. Your demeanor, the way you dress and how you comb your hair play a much bigger part in how much your audience trusts you than you would think. Next time you show up at a meeting, you will receive the respect and trust you deserve with out sacrificing individuality.

And lastly, you will learn how to do what I am doing right at this moment, present in front of an audience. Whelan employs a book called "Presentation Zen" to outline how to achieve true communication enlightenment. By the end, you will be able to use simplicity, unexpectedness, concreteness, credibility, emotions and stories to win over an audience and keep their attention. (Hopefully I am currently doing this).

You may still be feeling a little shaky about taking a business class though...let me expel some of those fears.

Some art majors dismiss business courses altogether by intimating that making art is pure while making money is not. They say making art is a "calling" while other professions are not (oh really?). I've heard an artist say that "selling art is not only irrelevant, but it debases the experience of being an artist."

Examples

it
Bottom
me

BENEFITS

PROLEPSIS
NEUTRALIZING
OBJECTIONS

Learning how to sell art does not diminish your credibility as an artist-- it enhances it. As I mentioned before, creating art is only 50 percent of the deal. The more successful at selling your art you are, the more successful artist you are - - and no one can be condemned for supporting their passion.

Others believe that learning rhetorical techniques like ones discussed earlier will lead you to be a more manipulative human. It will help you take advantage of the weak just to gain another dollar.

This is flat out illogical. When you pick up a knife in the kitchen, does it make you want to stab someone? BCMU teaches you to express your message in a way that makes it easier for recipients to eat up - - not choke them.

✓ *questi
epilepsis*

You may even prefer learning communications on your own time by reading books. However, without practice and encouragement it's difficult to have the discipline to teach yourself. Plus, having the evaluation of a professional is extremely crucial. Through careful examination of your work they can help you understand your weaknesses and aid maximum gain.

Business communications is all about teaching you to harness the power of speech in a way you desire. You learn how to convey your true message without the clutter to create a bond between you and the recipient and establish a line of trust.

But the real question is:

Have I done it? Do you trust me? Have I used my rhetorical techniques to persuade you into taking BCMU? Did you notice my dubitatio, or prolepsis? Could you pinpoint how I used anaphora in the opening? If you want to know how I did it, you should sign up for BCMU!

*MORE
EROTIC IS
COOL*

BCMU will teach you how to get your audience to trust you and believe what you have to showcase - - whether it be art, music, or just advice. It will teach you the skills need to persuade a gallery owner and it will help you get the respect of your competitors and partners.

*(GOD)
ENERGETIC
CLOSE*

Thank you so much for your time. I wish you good luck with your registration choices and graduation.