class #3

- jokes
- clip of the day
- review
- pronoun review: prepositions
- logos, pathos, & ethos
- issues, audience, goals
- “Memo Punctilio” workshop
clip of the day
quiz 1 on tuesday
jokes
review
winning over vs. winning
tactical concession
tactical flaw
commonplace
clause
  subject & verb
  dependent & independent

case
  accusative & nominative--and possessive:
  see pto chap 3

crux
## 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 whom, whomever</td>
<td></td>
</tr>
</tbody>
</table>
Come with I/me to the Casbah.

He is under she/her in the chain of command.
prepositions
about, above, across, after, against, ahead of, along, among, apart from, around, as for, as well as, aside from, at, away from, before, behind, below, beside, besides, between, beyond, but, by, by means of, down, during, except for, from, in, in back of, in front of, inside, instead of, into, like, near, of, off, onto, out, out of, outside, over, past, since, through, throughout, till, to, together, with, toward, under, until, up, up to, upon with, within, without, with regard to
rhetorical considerations
logos, pathos, & ethos
logos: arguments that appeal to the head
(this is what I want you to understand)
uses evidence and logic
(but who really operates all the time like *Star Trek’s* Spock?)
that’s why you need
pathos

arguments that appeal to the heart
(or guts)
but more often than not your arguments will depend on your credibility and trustworthiness
so this is where “ethos” comes in
arguments that appeal to your good standing in the community
or
character
“Why Won’t They Listen”
pathos frames
ethos frames
logos frames
whoever owns the frame owns the argument
A frame is like a house that your audience lives in . . .

You either have to enter the house and make arguments that follow house rules, or . . .

You have to knock the house down and build another house with new rules.
rock, scissors, paper
pathos frames beat ethos, logos, and other pathos frames
ethos frames beat logos frames and other ethos frames
logos frames beat only other logos frames
(most of the time)
Nick v. Audience

Audience is in a very negative ethos frame

Nick crashes that frame by winning their trust (ethos) and showing how they have the same goals
Ryan vs. Jim

Jim is living in a house where the rules are anxiety/fear (pathos) and compulsive thinking about whether getting married has meaning (ethos)

Ryan crashes that frame by focusing on building a pathos frame defined by happiness and companionship.
from Any Given Sunday
Goodwill

Show vulnerability
coursepacking
assignment # 1: memo punctilio
situation analysis

defining the issues

defining the audience

defining the goals
defining the issues

• What’s coming at you that you have to deal with?

• What is in the situation that gives rise to the need to write?

• What is the fire that needs to be put out?
what’s coming at you that you have to deal with?
defining the issues

• What is in the situation that gives rise to the need to write?

• What’s coming at you that you have to deal with?

• What is the fire that needs to be put out?
what is the fire that needs to be put out?
what’s the crux?
defining your audience
scope
ethos
need
scope

• primary audience

• secondary audience
who’s really your audience?
from Thank You for Smoking
Who’s Really your audience?
ethos

- individual/group mentality
- credibility
- tone
need

audience needs a message that ...
...meets its needs
defining the goal
how you want your audience to respond on thinking, feeling, action levels
reactive & proactive

primary & secondary goals
outline
Groups