

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

| Person | Nominative (subjects) | Accusative (objects) |
|---------------------|--------------------------|-------------------------|
| First Person | I, we | me, us |
| Second Person | you | you |
| Third Person | he, she, it they | him, her, it, them |
| Relative Pronoun | who, whoever | whom, whomever |

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 this 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*



growth

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

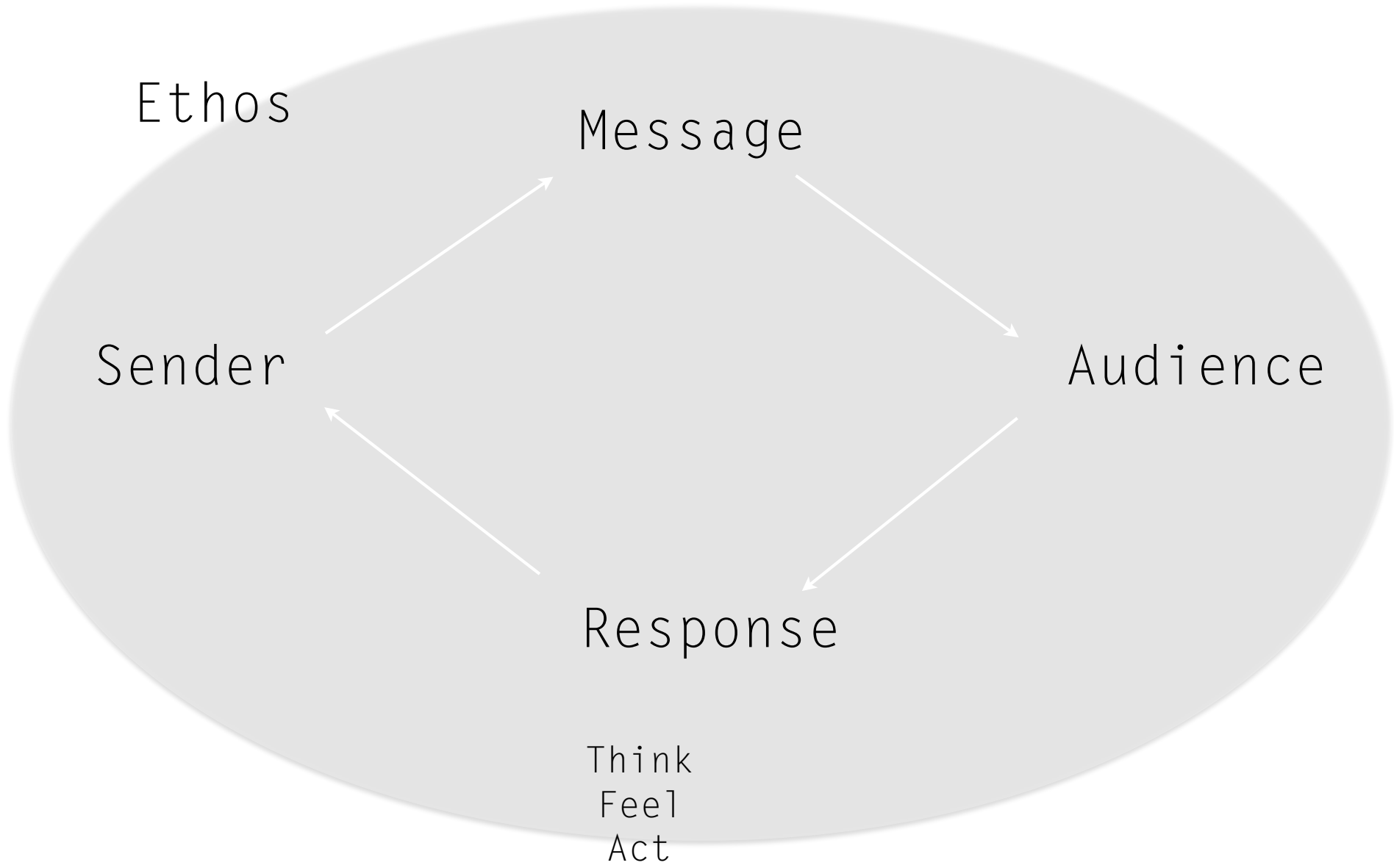
scope

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