

# class #9

- return quiz 2
- jokes
- clip of the day
- 'W' and the identity strategy
- sales letters
- dr. reed workshop I
- work plan

clip of the day

bush the genius of identity strategy



review

coordinating conjunctions

conjunctive adverbs

three elements active shares with passive

crux of when to use passive

three objectives of a bad news message

information interview

rhetorical considerations

more on the commonplace

jh, chapter 11



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 learn

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 grow fonder

(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)



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jh: chaps 18 & 19

code grooming

# bushisms

“A great Bushism is a work of art--neither an accurate representation of reality nor an appeal to logic, but a series of impressions that brings Bush closer to the group he wants to appeal to.” --Jay Heinrich

# bushisms

I know what I believe. I will continue to articulate what I believe and what I believe--I believe what I believe is right.

Families is where our nation finds hope, our wings take dream.

We look forward to hearing your vision, so we can more better do our job.

request messages

(page 21)



# Persuasion

Persuasion--

You need an action response, but your audience is resistant and free to refuse.

role of pathos

Motivators

**Security:** physical safety

**Belonging:** recognition, respect, being liked

**Autonomy:** freedom to live the dream

**Purpose:** contribute something positive to the world

Framing

pathos frames  
ethos frames  
logos frames

## Gecko Greed Speech

Gecko knocks down the house where the rules hold that Greed is a vice . . .

And he builds a new house in which Greed is a virtue.

Ryan vs. Bob

Pathos frame crashes pathos frame

Ryan knocks down the house in which Bob is having his pity party

And he builds another house in which Bob has a future reconnected to what makes him happy.

rock, scissors, paper



resistance frames vs. counter frames

what's your frame for dr. reed?

dr. reed

Phase 1: Content (today) block out in a rough draft

Phase 2: Clarity (for Class 10) paragraphs & sentences

Phase 3: Correctness: (for Class 11) usage, typos, etc.

*Friday Night Lights*



# Sales Letters

Classic form of persuasive request, but very specialized.

Uses AIDA strategy.

# AIDA

- Attention
- Interest
- Desire
- Action

moving reader from resistance to compliance



# AIDA

- Attention: Break through the resistance door
- Interest: stimulate awareness of a problem or need.
- Desire: Make audience want your solution, i.e., your product or service
- Action: Ask for sale