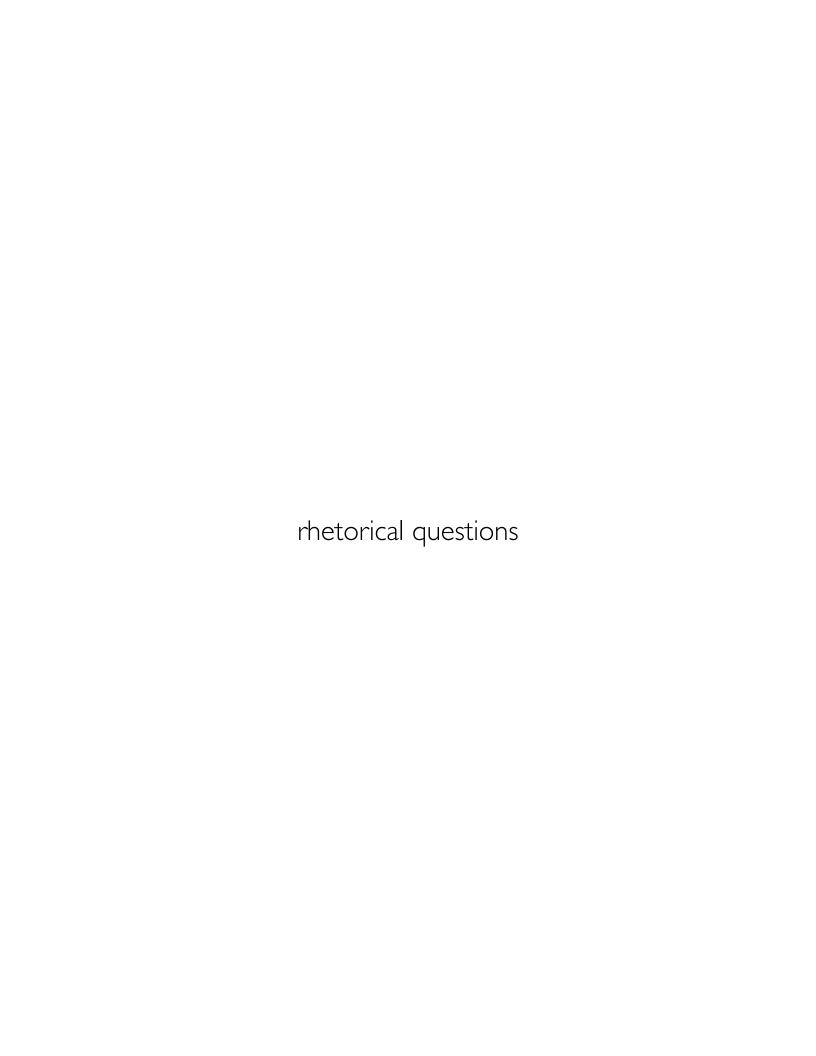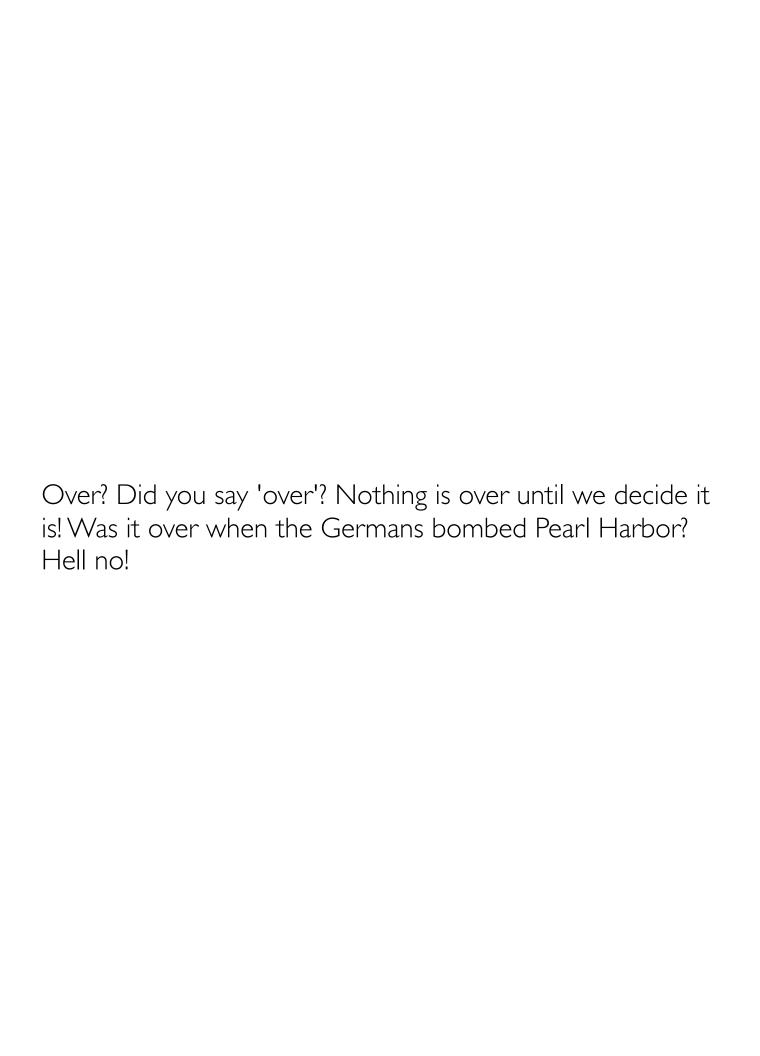# class #11

- quiz 3

- dr. reed

- jokes

- clip of the day

- figures of speech

- raising sensitive issues

- the persuasive talk

- oral presentation content
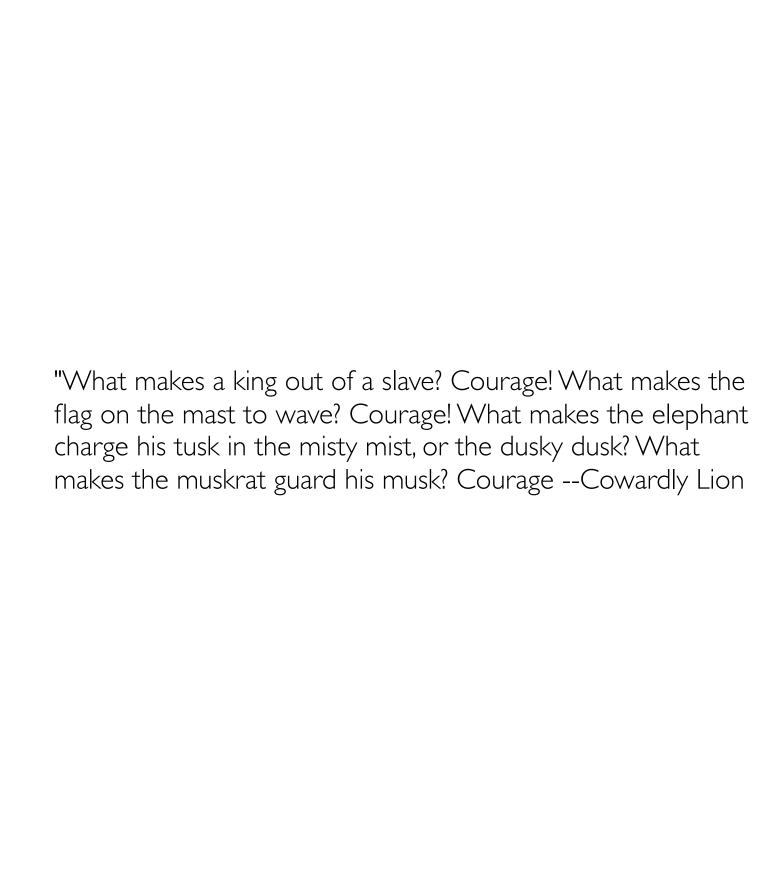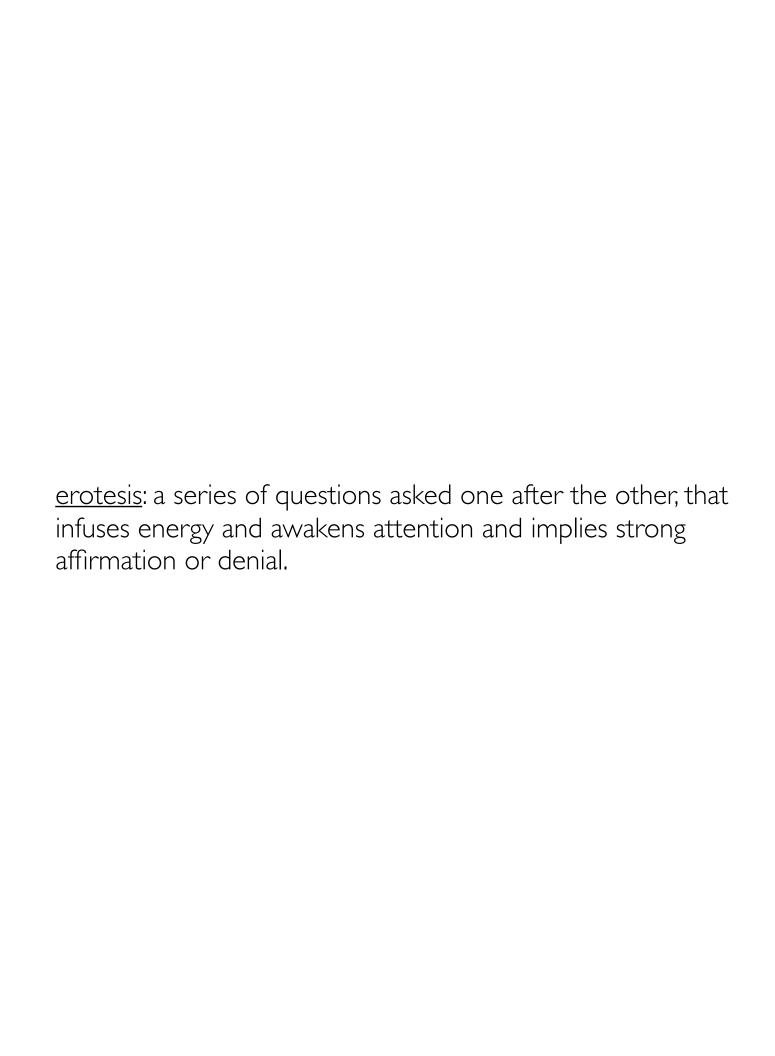
clips of the day

figures of speech

rhetorical questions

hypophora: ask a question then immediately answer it

Over? Did you say 'over'? Nothing is over until we decide it is! Was it over when the Germans bombed Pearl Harbor? Hell no!

"What makes a king out of a slave? Courage! What makes the flag on the mast to wave? Courage! What makes the elephant charge his tusk in the misty mist, or the dusky dusk? What makes the muskrat guard his musk? Courage --Cowardly Lion

Is this any way to run an airline? You bet it is.

<u>erotesis</u>: a series of questions asked one after the other, that infuses energy and awakens attention and implies strong affirmation or denial.

"Isn't that incredible?" … "Want to see that again?" … "Pretty cool, huh?"--Steve Jobs

aren't you glad you use dial? [soap]
don't you wish everyone did?

repetitions

anaphora: [uh-naf-er-uh]

repetitions at the beginning of something.

We shall not flag or fail. We shall go on to the end. We shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills. We shall never surrender.

-- Winston Churchill

epistrophe [eh-PISS-truh-FEE]

repetitions at the end of something.

The time for the healing of the wounds <u>has come</u>.
The moment to bridge the chasms that divide us
<u>has come</u>."

--Nelson Mandela

For when we have faced down impossible odds, when we've been told we're not ready or that we shouldn't try or that we can't, generations of Americans have responded with a simple creed that sums up the spirit of a people: Yes, we can. Yes, we can. Yes, we can.

It was a creed written into the founding documents that declared the destiny of a nation: Yes, we can.

It was whispered by slaves and abolitionists as they blazed a trail towards freedom through the darkest of nights: Yes, we can.

It was sung by immigrants as they struck out from distant shores and pioneers who pushed westward against an unforgiving wilderness: Yes, we can.

--Barack Obama

When I was <u>a child</u>, I spoke as <u>a child</u>, I understood as <u>a child</u>, I thought as <u>a child</u>.--St. Paul
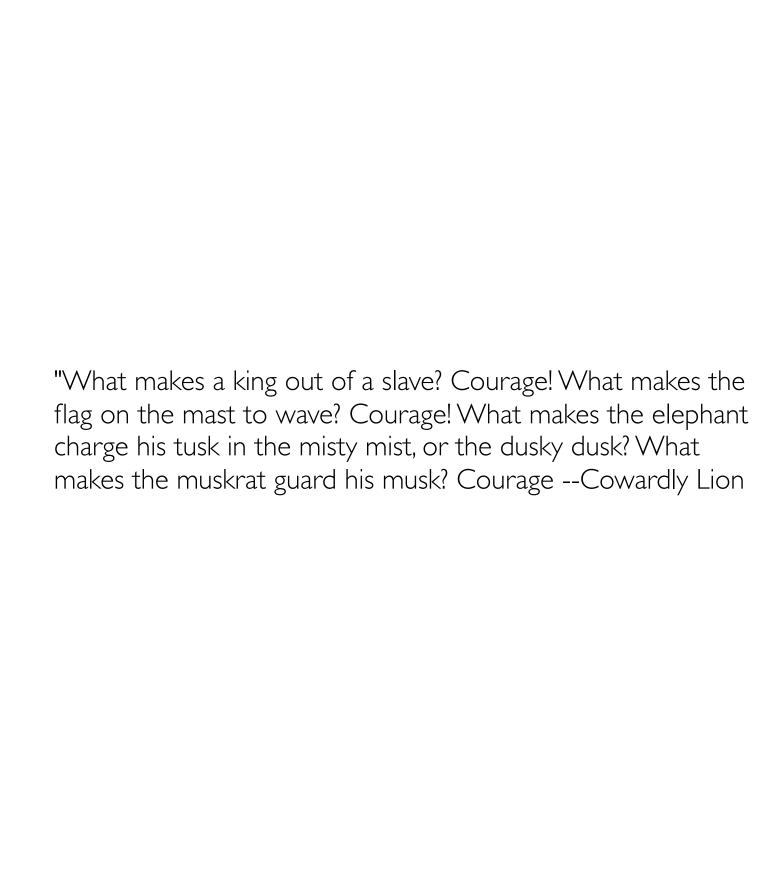
symploce [SIM-ploh-see]

repetition that combines anaphora and epistrophe to create a donut hole that gets willed with a different word or phrase.

We want freedom <u>by any means necessary.</u> We want justice <u>by any means necessary.</u> We want equality <u>by any means necessary.</u>

--Malcolm X

My brother need not be idealized, or
enlarged in death beyond what he was in life, to be
remembered simply as a good and decent man, <u>who
saw</u> wrong <u>and tried to</u> right <u>it</u>, <u>who saw</u> suffering <u>and
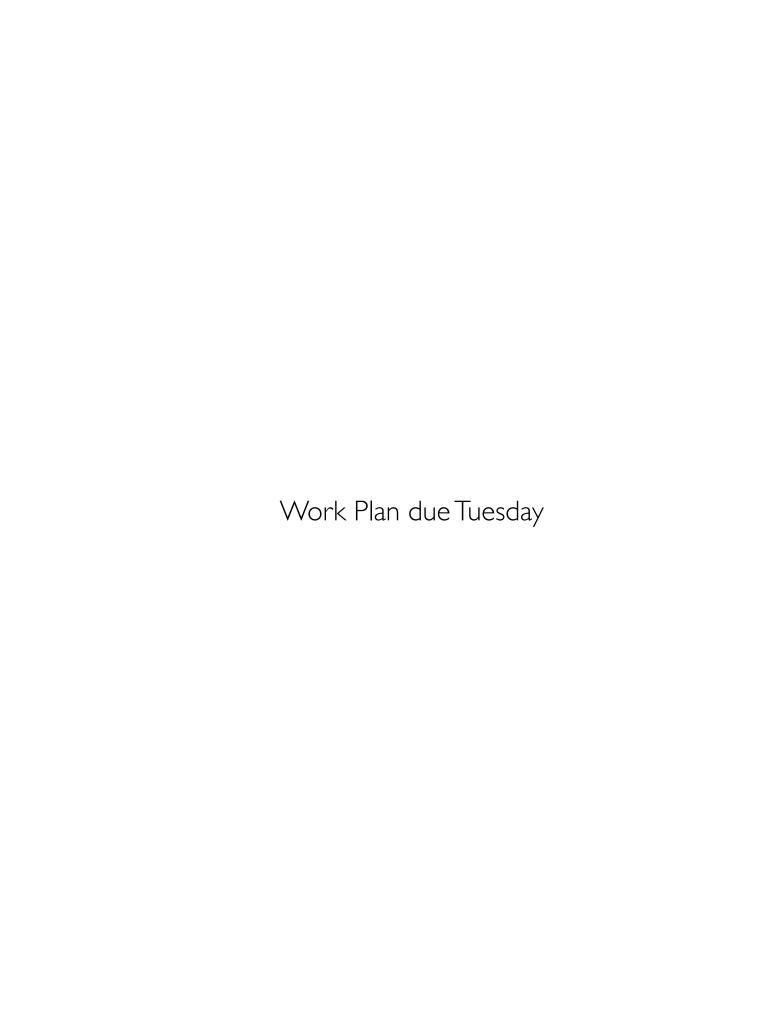tried to</u> heal <u>it</u>, saw war <u>and tried to</u> stop <u>it</u>.

             -- Ted Kennedy, Eulogy for Robert F. Kennedy

dunkography

"What makes a king out of a slave? Courage! What makes the flag on the mast to wave? Courage! What makes the elephant charge his tusk in the misty mist, or the dusky dusk? What makes the muskrat guard his musk? Courage --Cowardly Lion

Highlight Reel 1

Takehome Midterm: The Persuasive Talk

Work Plan due Tuesday

raising sensitive issues

Raising the Issue

1. agree to have conversation.

2. identify issue.

3. ask questions.

4. state where you agree

5. state where you disagree.

6. agree on a solution

Raising the Issue

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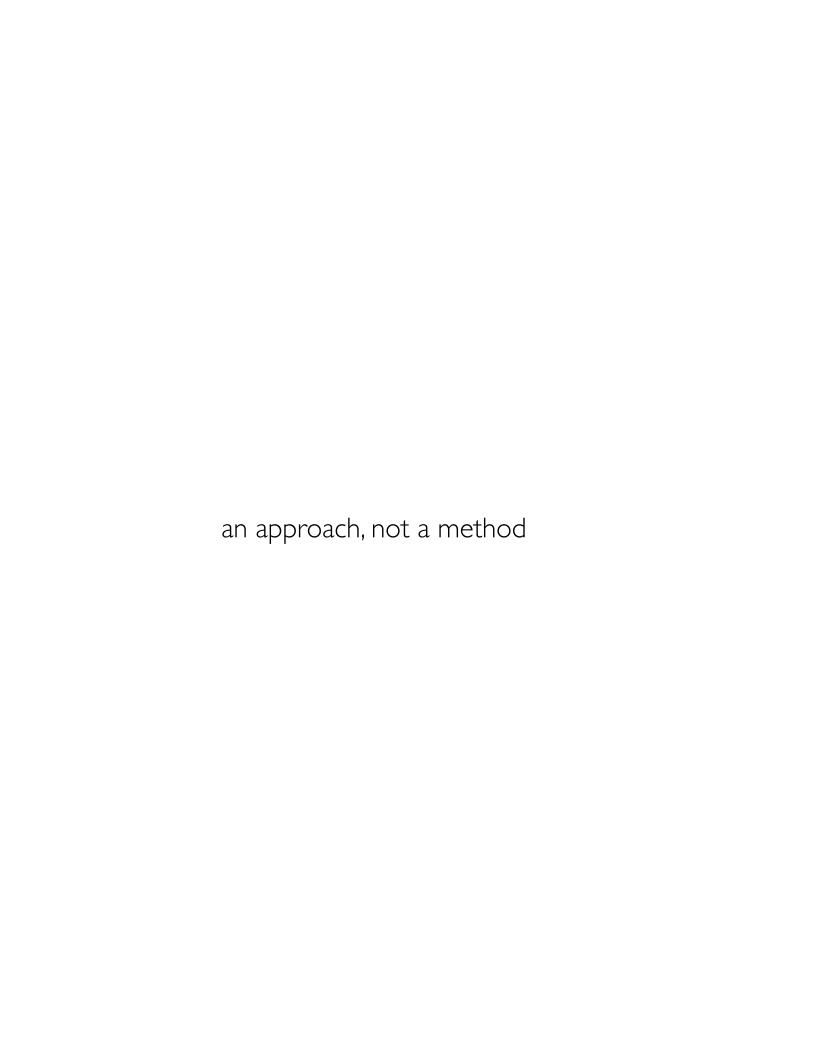
5. state where you disagree.

6. agree on a solution

Taking Criticism

1. understand the problem

2. look for places to agree

3. accept or reject the criticism

4a. if you accept, agree on a solution

4b. if you reject, explain why

presentation zen

zen ethos:

restraint
simplicity
naturalness

an approach, not a method

"the art of presentation...

...transcends technique and enables an individual to remove walls and connect with an audience to inform or persuade in a very meaningful, unique moment in time." Garr Reynolds

kairos

(jh chap 21)

knowing what to say and not say

it's about giving just enough exposition
to deliver an insight

signal vs. noise

why is it easier to answer questions
during the q & a?

you have a limited, focused goal

you know you don't have to say
everything you know . . .

…you have to say only enough to deliver the insight.

always ask yourself: what's my crux
idea?

what do i want my audience to
remember?

and then ask yourself: how can i formulate that idea in a way that has the most impact . . .

how can i make it sticky?

content rehearsal