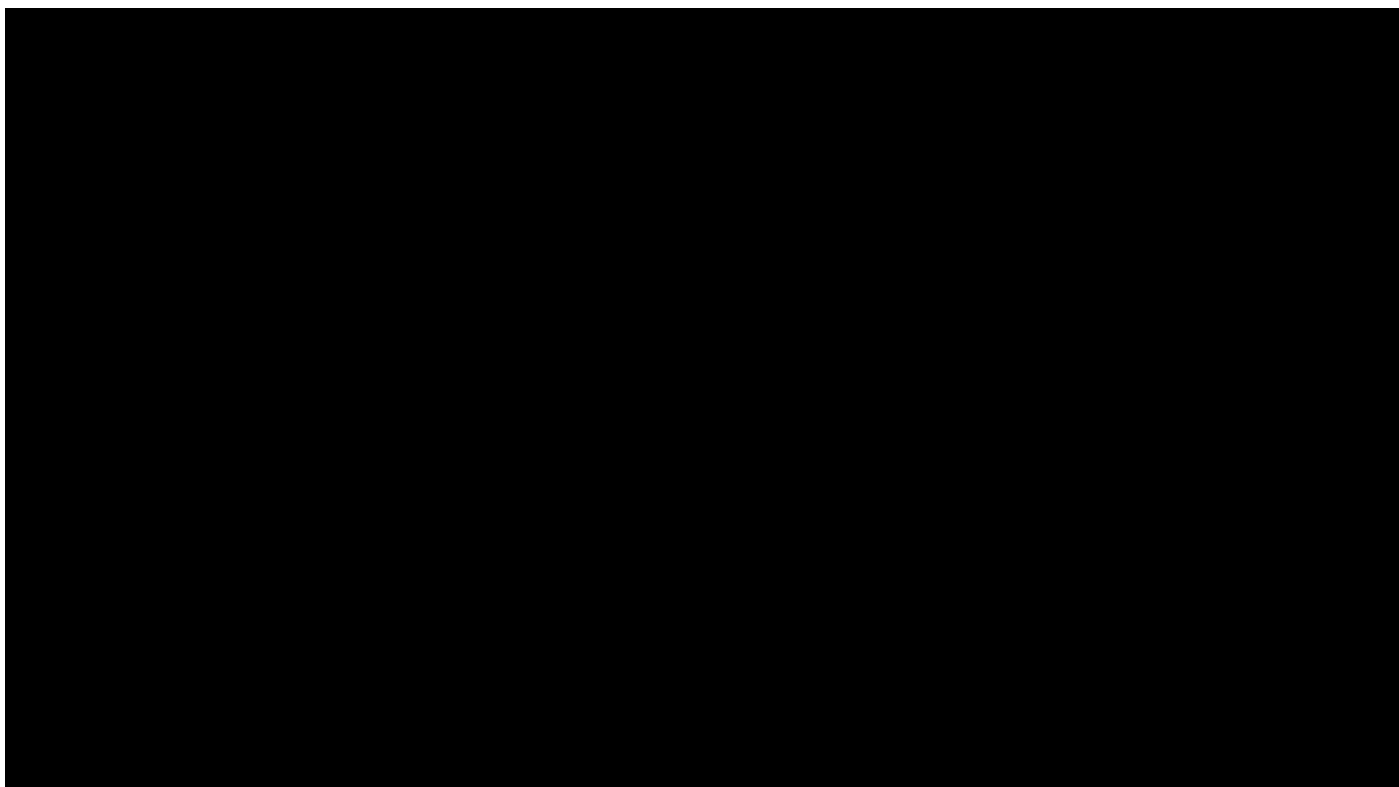# Day #12

- return quiz 3; quiz 4 Thursday

- clip of the day

- more figures of speech

- raising sensitive issues

- the persuasive talk

- sticky ideas

clip of the day

Seth Godin speaks:

figures of speech

lists, catalogs

easy way to deliver specificity,
concreteness, vividness

<u>triad</u>: simple list using three-word phrasing

wine, women, and song

liberte, egalite, fraternite

sex, drugs, and rock 'n roll

content, clarity, correctness

I came; I saw; I conquered.

"with malice toward none, with charity toward all, with firmness in the right..." Lincoln, *Second Inaugural*

descriptive catalogs

catalog with a twist

she strode like a grenadier, was strong and
upright like an obelisk, had a beautiful face, a
candid brow, pure eyes, and not a thought of
her own in her head. --Joseph Conrad

it had color, noise, huge, clashing armies, sound and fury, and not a single believable character.

the hike was painful, agonizing, arduous,
and the most fun i've ever had.

camera pan

it was your typical downtown, fair-trade kind of coffee shop, with a dog chained out front, students inside chained to their laptops, and a long line of hipster types waiting for their coffee.

synathroesmus (si na TREES mus):
a piling up of adjectives for dramatic, hyperbolic
effect

Lipsmackin'thirstquenchin'
acetastin,motivatin'goodbuzzin'
cooltalkin'highwalkin'fastlivin' evergivin'coolfizzin'Pepsi.

Of all the affected, sapless, soulless, beginningless, endless, topless, bottomless, topsyturviest, tuneless, scrannelpipiest--tongs and boniest--doggerel of sounds I ever endured the deadliness of, that eternity of nothing was the deadliest, as far as its sound went."

John Ruskin describing a performance of Wagner's *Die Meistersinger*

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.

7. make nice.

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

midterm takehome: persuasive talk

jh: chap. 25 & 26

cicero's big 5

- invention

- arrangement

- style

- memory

- delivery

opening = ethos

body = pathos & logos

close = pathos

opening--ethos

body—pathos & logos

    narration: problem development

    division: solution concept

    proof: primary & secondary benefits

    prolepsis: anticipate & neutralize counterargument

close--pathos:
make compelling plea for action

Developing Content

coursepack p. 56

find a punchline idea, a mantra that
makes the insight **pop** for you
and your audience.

just do it

i want to put a ding in the universe

people don't buy <u>what</u> you do; they buy <u>why</u> you do it

democratize design

ideas that spread win

and repeat this mantra throughout your talk

Crux, Freewrite, & Frame

crux

the energy center for your message

freewrite

frame

resistance frames and

counterframes

a frame determines the terms on which any topic is going to be discussed

pathos frames
ethos frames
logos frames

frame for persuasive talk and business plan pitch?

why should i believe you? (ethos)

why should i care? (pathos)

how will it work? (logos)

sticky ideas

SUCCES

simplicity
unexpectedness
concreteness
credibility
emotion
story

"Simplicity is about subtracting the obvious, and adding the meaningful."

— John Maeda

Simplicity

if everything is important, then nothing is important

Simplicity

you must be ruthless in your efforts to simplify — not dumb down — your message to its absolute core

you must be willing . . .

to kill your darlings

maximum effect, minimum means

maximum signal, minimum noise

don't be satisfied with the obvious--try to give your audience .
. .

unexpectedness

surprise people

violate their expectations

stimulate their curiosity

deliver insights

intrigue them

abstractions are not memorable, nor do they
motivate--so …

be concrete . . .

. . .down to earth

use natural speech, and give real examples with real things--
not abstractions
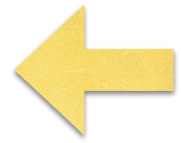
1 gigabyte = 10,000 songs

speak (and write) from your experience

make it personal

tell stories

make it visual

66 grams of fat =

(X 3)

credibility

ethos, ethos, ethos...

does your audience trust you and connect with you and your message?

if there's no natural connection, you have to create one.

emotions

pathos, pathos, pathos

if your audience isn't feeling it, it isn't going to
care about or remember what you say

story

information soaked in emotions and wrapped in visualization

create a movie in audience's mind