class #10

- quiz 3
- clip of the day
- identity strategy
- framing
- dr. reed

clip of the day

hilda

Spell out numbers unless there's a reason not to: 'sixty days', not '60 days'

Buffer theme should make sense. Is someone who is threatening to sue you a "loyal customer"

Avoid abstract explanations. Look for ways to be concrete.

Sentences:

Wordy

Stiff or overly formal

Static/passive

I answered that such a rollover was not considered a tax event as long as the transaction was completed within sixty days, therefore you would not be required to pay taxes on any gain.

I answered that such a rollover was not considered a tax event as long as the transaction was completed within sixty days, therefore you would be required to pay taxes on any gain.

The reason that the IRS penalized you is because the bonds you cashed in were not in a tax-deferred account.

The reason that the IRS penalized you is because the bonds you cashed in were not in a tax-deferred account.

The IRS penalized you because you cashed in a non tax-deferred bond account.

As a tax accountant, you know how much I hate stupid mistakes.

As a tax accountant, I hate, as you know, stupid mistakes.

You know how much we tax accountants hate stupid mistakes.

As a loyal customer, we value your patronage.

As a loyal customer, you and your patronage are valued.

You are a loyal customer, and we appreciate your patronage.

I would be willing to give you a consultation free of charge.

I would be willing to consult with you free of charge.

What you need to do is pay off these penalties as soon as possible because they are increasing every day.

You need to pay off these penalties as soon as possible because they are increasing every day.

rhetorical considerations

identity strategy

- uses demonstrative rhetoric: mends fences and builds team mentality and group cohesiveness

- code grooming: commonplaces for one group but not for another, e.g., "states rights"

jh: chaps 19 & 20

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.

bush the genius of identity strategy

what's the take away?

often it's more about the connotation and mood of your words--not the logic of them

advice to guys. . .

. . . and girls, too . . .

---

sometimes your signif. other has a problem

but

he or she doesn't want to hear rational, sensible solutions

it's enough to listen and make soothing noises

it's monkey grooming, but it works

Framing

whoever owns the frame owns the argument

resistance frames vs. counter frames

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.

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

---

pathos frames beat ethos, logos and other pathos frames

ethos frames beat logos frames or other ethos frames

logos frames beat only other logos frames

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 knocks down that house by focusing on building a pathos frame defined by happiness and companionship.

what's your frame for dr. reed?

dr. reed

letterhead

Phase 1: Content, organization

Phase 2: Clarity--make it easy for your audience to understand

Phase 3: Correctness: catch all the typos, danglers, lie/lay mistakes, etc.

Phase 1: Content, organization

Opening: Does it establish a receptive space?

Body:
  Problem Development: Does it establish a motivating problem?

  Solution Development: Is Solution concept clear? Are primary & secondary benefits developed? Is there a primary benefit punchline?

Close: What's the next step? Is there a yes/no request?

make it easy for your audience to
  understand
            1. Are paragraphs under seven lines

            2. Circle the 'to be's

            3. Tone: identify your passives

            4. Hidden verbs?

            5. Wordy phrases? '-ly' words?

            6. Rewrite the problem sentences.

            7. Commas & semicolons?

letterhead

the business plan

when do you want to go?