

## class #11

- return quiz 3
- clip of the day
- figures of speech
- oral presentation content
- the persuasive talk

"It's increasingly clear that logic alone is not a sufficient condition for success for individuals and for organizations. Right-brain thinking is every bit as important now--in some cases more important--than left-brain thinking."  
--Dan Pink, *Whole New Mind*

clip of the day

jokes

figures of speech

rhetorical questions

hypophora: ask a question then  
immediately answer it

"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

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

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

erotesis: a question, or 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?

The writer points out that Banda is in a tough spot, and that he is forced to get tough with teachers if he is to be taken seriously. But might I ask: *Taken seriously by whom? The downtown power establishment? Why is its view of him more important than the view of his teachers, of parents, and students? Whom does he serve? With whom should he be in dialogue to resolve this? The editorial board of the Seattle Times and the Alliance for Education? Or rather the people who are on the front lines of working with the kids his system is designed to serve? Who is in the better position to judge what's in the best interest of these kids?*

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 has come. The moment to bridge the chasms that divide us has come."

--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.

--Barak Obama

When I was a child, I spoke as a child, I  
understood as a child, I thought as a child--  
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 by any means necessary. We want justice by any means necessary. We want equality by any means necessary.  
--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, who saw wrong and tried to right it, who saw suffering and tried to heal it, saw war and tried to stop it.  
-- 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

**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)

whatever you may think of this approach,  
remember this ...



people cannot read and listen at the same time

they just can't

beginner's mind

Jonah Lehrer on the 'outsider mind'



daniel pink, whole new mind

“the future belongs to a different kind of person. Designers, inventors , teachers, storytellers--creative and empathetic right brain thinkers whose abilities mark the fault line between who gets ahead and who doesn't' --  
Daniel Pink

high concept

capacity to detect patterns and opportunities, to create artistic and emotional beauty, to craft a satisfying narrative...



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  
bottom-line 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**

coursepack p. 56

Takehome Midterm: The Persuasive Talk