

## class #12

- quiz 5
- clip of the day
- more figures of speech
- the persuasive talk
- more on content & sticky ideas

clip of the day

figures of speech

antithesis:

not this, but that

or not that, but this

(jh calls it 'syncrisis')

Not that I loved Caesar less,  
but that I loved Rome more.

--Shakespeare

give everyman thy ear, but  
few thy voice

chiasmus (key AZ mus):

a reversal in the order of  
words in two otherwise  
parallel phrases

Ask not what your country can  
do for you; ask what you can  
do for your country.

--John F. Kennedy



We didn't land on *Plymouth Rock*,  
the *rock* was landed on *us*.

--Malcolm X

polyptoton(po-LIP-ti-tun):

repeating a word, but in a different form. Using a cognate of a given word in close proximity.

choosy mothers choose 'jif'.

mariners close deal for a closer.

love is an irresistible desire  
to be irresistibly desired.  
--robert frost

syllepsis (suh LEP sis):

a pun, in which a single word is used to modify two other words, with which it normally would have differing meanings

You are free to execute your laws,  
and your citizens, as you see fit.

--*Star Trek*

I called her a whore and myself  
a cab.

--Michael Salinger



You held your breath and the door  
for me.

--Alanis Morissette

*I took her hand and then an aspirin in  
the morning*

--Eve 6

persuasive talk

presentation zen

"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



sticky ideas

simplicity  
surprise  
concreteness  
emotion  
credibility  
story



simplicity

which is more memorable:

our mission is to become the international leader in the space industry through maximum team-centered innovation and strategically targeted aerospace initiatives.

or...

*"...put a man on the moon and return  
him safely by the end of the  
decade."*

if everything is important, then  
nothing is important

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

maximum effect, minimum means

maximum signal, minimum noise

(is that an 'antithesis'?)

**“Simplicity is about  
subtracting the obvious,  
and adding the meaningful.”**

— John Maeda





(yikes--another antithesis)

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

unexpectedness

surprise people

violate their expectations

stimulate their curiosity

deliver insights

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

Speak from your experience



(make it personal)

sometimes proverbs and commonplace  
cliches are ok

it's better to say:

"kill two birds with one stone"

than:

"... let's work toward maximizing our productivity by increasing efficiency across departments,"

which is better?

"66 grams of fat"

or

"the equivalent of three big macs"?

. . . and then show a photo of the  
burgers, to insure it sticks.

credibility

ethos, ethos, ethos...

does your audience connect with you  
and your message?

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

quote authorities to give your  
message authority

(that looks familiar)



what do you call that again?

quote authorities to give your  
message authority

oh yeah--

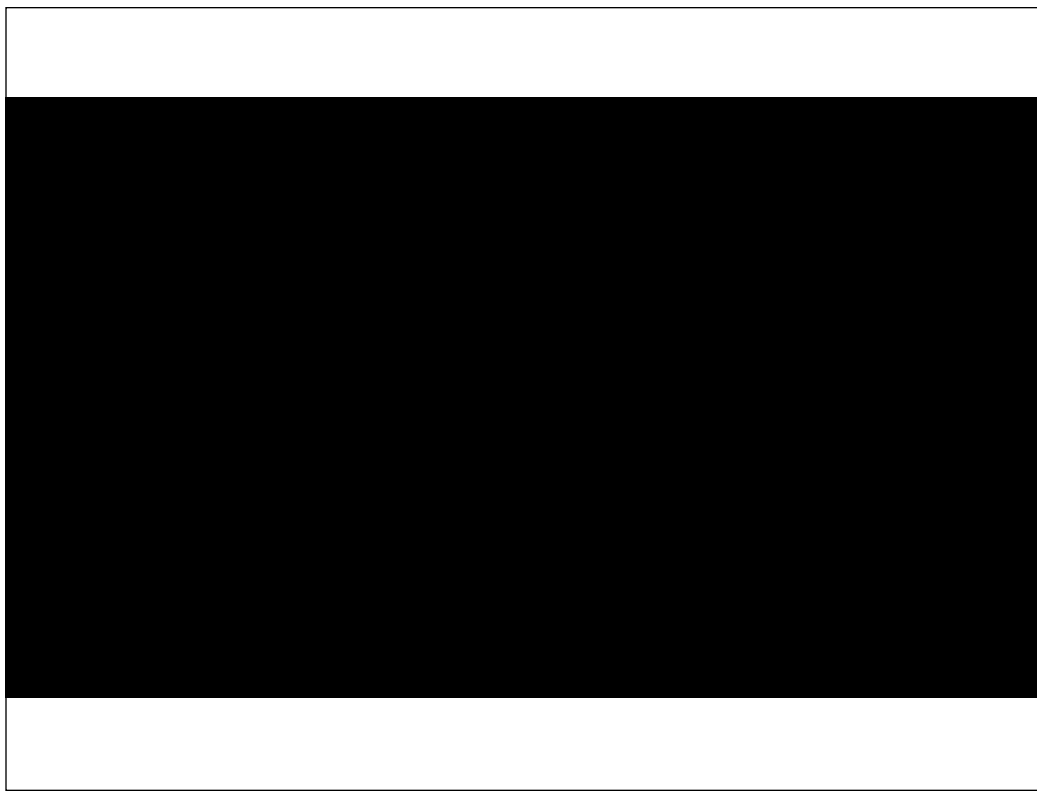
'polyptoton'

emotions

pathos

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

stories



information plus emotion and visualization  
wrapped in unforgettable anecdotes are the  
stuff that stories are made of

particularly important in job interviews