Day #12

- quiz 4

- clip of the day

- more figures of speech

- the persuasive talk

clip of the day

figures of speech

review

lists, catalogs

easy way to deliver specificity,
concreteness, vividness

triad: simple list using three-word phrasing

wine, women, and song

liberte, egalite, fraternite

sex, drugs, and rock 'n roll

content, clarity, correctness

crux, freewrite, frame

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

Of all the bete, clumsy, blundering, boggling, baboon-blooded stuff I ever saw on the human stage, that thing last night beat--as far as the story and acting went--and 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

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

Developing Content

review

Ethos

Message

Sender

Audience

Response

Think
Feel
Act
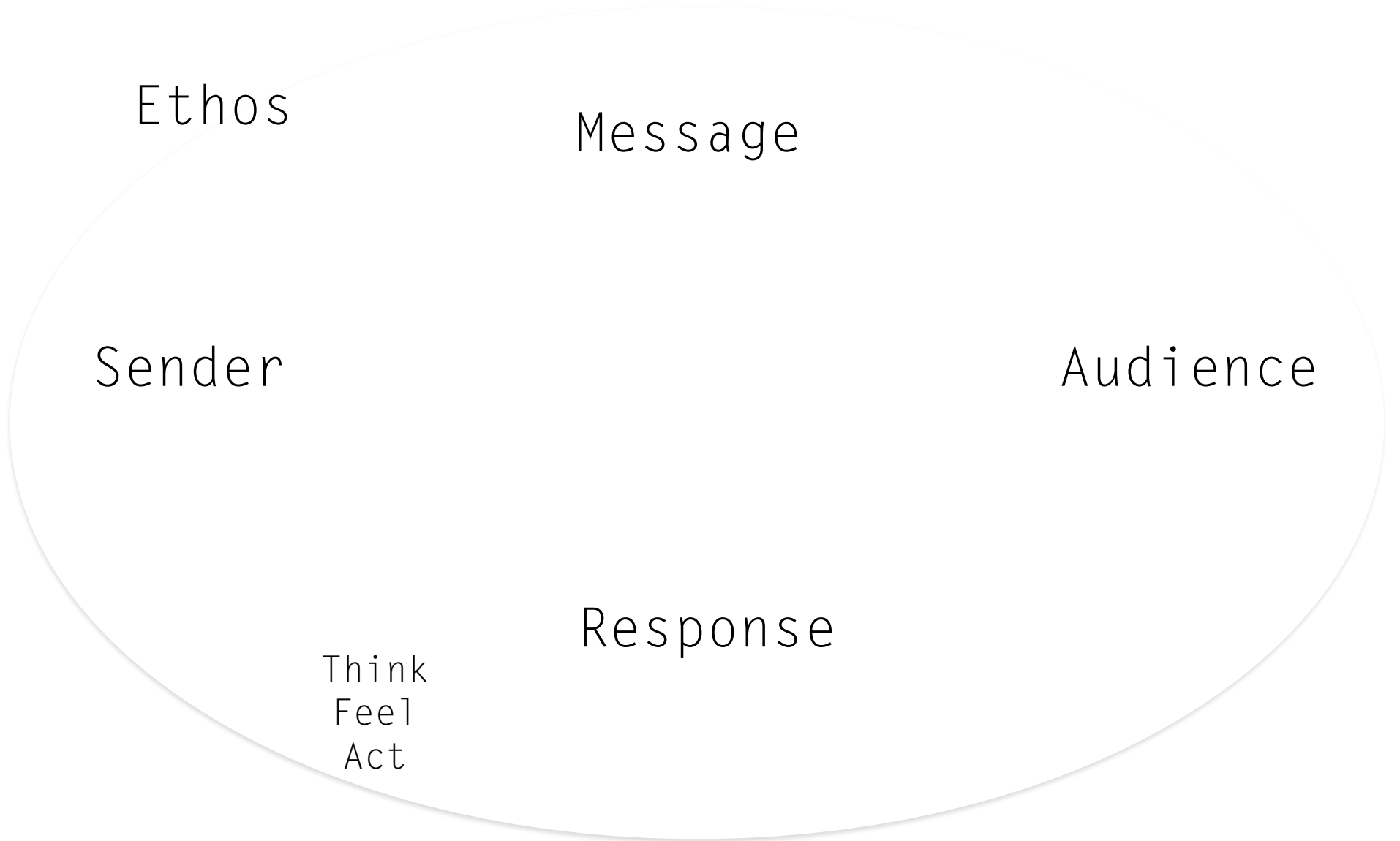
Crux, Freewrite, & Frame

crux

energy center for your message

freewrite

frame

individual and group frames

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

pathos frames
ethos frames
logos frames

pathos frames:

defined by audience's fears & desires,
attractions & aversions—what it really
wants, or wants to avoid

ethos frames:

defined by group beliefs, virtue & vice, values, decorum—its sense of 'rightness'

logos frames:

defined by facts, analytical prowess,
competency, practicality, results

whoever owns the frame, owns the argument

rock, scissors, paper

pathos beats ethos
ethos beats logos
logos beats . . .

nothing

logos frames only work inside pathos & ethos frames

from *Thank You for Smoking*

reason is the slave of the passions
david hume

and reason fights fiercely to protect
its ethos bubble

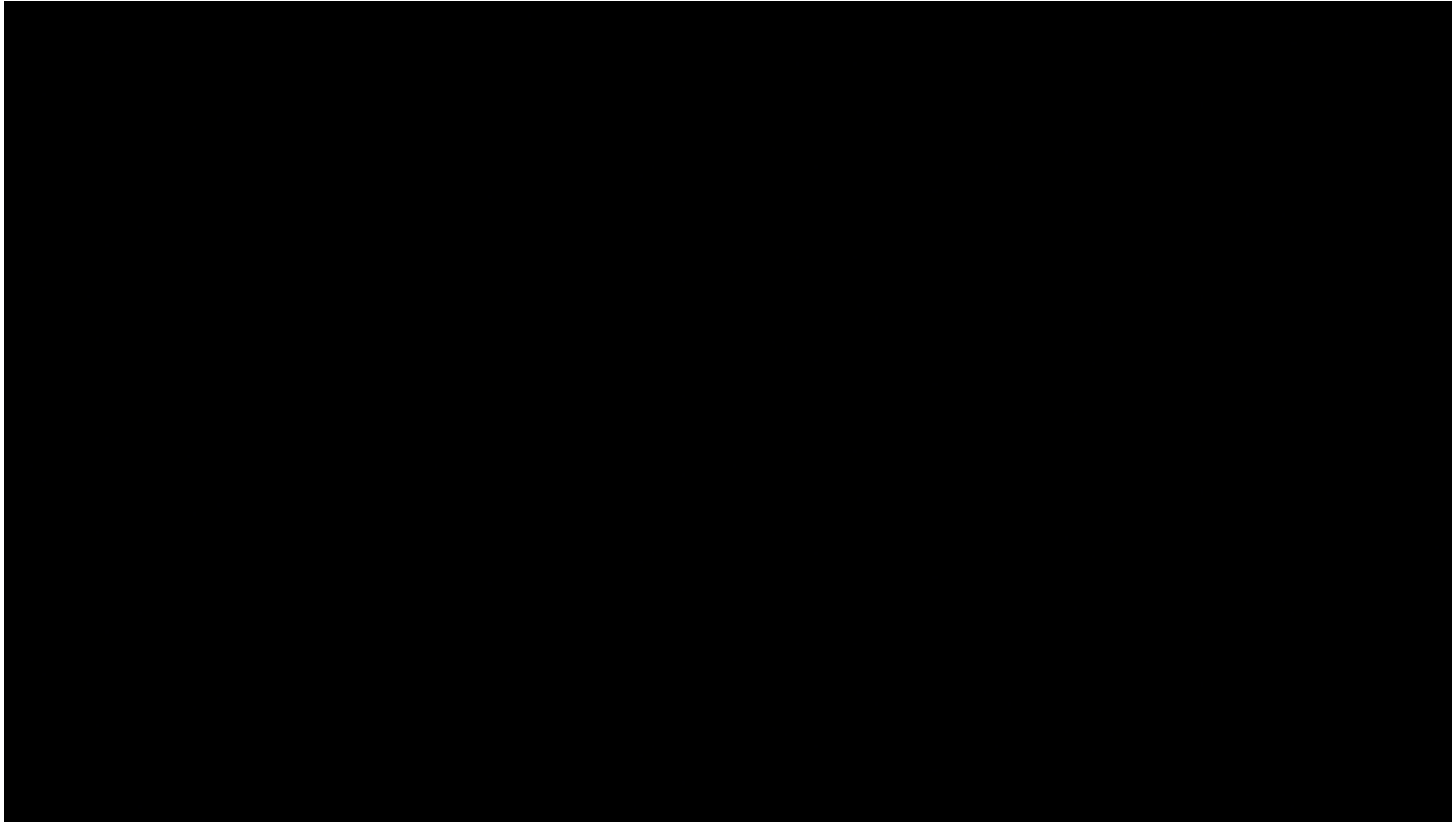new deal frame v. neoliberal frame

single payer v. ACA

medicare v. obamacare

do you want to operate within your audience's frame?

or . . .

do you need to crash it?

from *Wall Street*

resistance frames & counter frames

frame for persuasive talk and business plan pitch?

why should i care? (pathos)

why should i believe you? (ethos)

how will it work? (logos)

sticky ideas

content rehearsal

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

kill your darlings

and repeat this mantra throughout your talk

SUCCES

simplicity

unexpectedness

concreteness

credibility

emotion

story

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

Simplicity

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

Concreteness

use natural speech, and give real examples with real things--
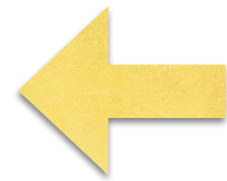not abstractions

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

Stories

create a movie in audience's mind

stories integrate simplicity, unexpectedness, concreteness, credibility, and emotion

midterm takehome: persuasive talk

jh: chap. 25

opening = ethos

body = logos

close = pathos

opening--ethos

body--logos

  narration: problem development

  division: solution concept

  proof: primary & secondary benefits

  prolepsis: anticipate & neutralize counterargument

close--pathos:
  make compelling plea for action