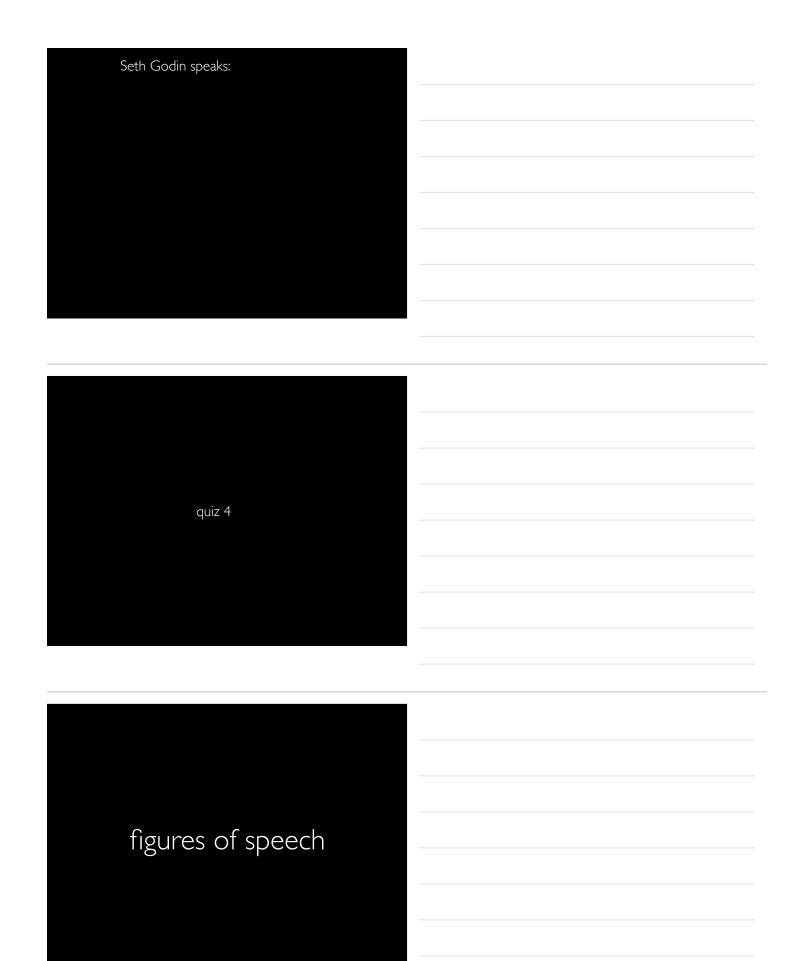## Day #12

- clip of the day
- more figures of speech
- raising sensitive issues
- the persuasive talk
- more on content
- meet with groups about Work Plan

turn in work plan

clip of the day

Seth Godin speaks:

quiz 4

figures of speech

review

Lists, Catalogs: produces concreteness, specificity, vividness

triad: 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

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.

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.

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.

Taking Criticism

1. don't react defensively

2. understand the problem

3. look for places to agree

4. accept or reject the criticism

    a. if you accept, agree on a solution

    b. if you reject, explain why

Business Plan

Developing Content

Review

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.

Phase 1 Content:

Crux, Freewrite,, & Frame

crux

the energy center for your message

Resistance Frames and Counterframes

resistance frames and counterframes for
persuasive talk and business plan pitch?

Resistance Frames

Pathos: Why should I care?

Ethos: Why should I believe you?

Logos: How will it work?

Counterframes

Pathos: You/We have a problem; I have a solution(pathos)

Ethos: Identity strategy, endorsements, track record

Logos: Here's how it works

Phase 2: Clarity

Rewrite: Identify your key insights and

Make them pop

Find a punchline ideas, mantras,
and use figures of speech that
makes your insights memorable and
sticky.

Be familiar with the "periodos".

(see JH, pp. 328-31)

Longer than a punchline—takes about 12
seconds to say:

There is not a liberal America and a conservative America—there is the United States of America. There is not a black America and a white America And Latino America and Asian America—There's the United States of America.

—Barack Obama

sticky ideas

SUCCES

simplicity
unexpectedness
concreteness
credibility
emotion
story

midterm takehome:
persuasive talk

jh: chaps. 26-27

(I strongly recommend chaps. 28-30)

cicero's big 5

- invention
- arrangement
- style
- memory
- delivery

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opening--ethos

body—(mostly) logos

narration: problem development (pathos)

division: solution concept (logos)

proof: primary & secondary benefits (logos)

prolepsis: anticipate & neutralize counterargument (logos)

close--pathos:

make compelling plea for action

(A) opening—ethos

body—pathos, then logos

(I) narration: motivating problem development (pathos)

(D) division: solution concept (logos)

proof: primary & secondary benefits (mostly logos)

prolepsis: anticipate & neutralize counterargument (mostly logos)

(A) close—pathos:
make compelling plea for action

bcmu for artists