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
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
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.

camera pan

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

catalog with a twist

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, tuneful, scrannelpipiest--tongs and boneiest--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
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

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