class #15

- clips of the day
- midterm
- more figures of speech
- presenting numbers
- delivery

clip of the day
persuasive talk

are we learning anything yet?
now it's all about pulling things together

Monday review session, P392, 3-4+
90 minutes--100 points
use the study guide!
skill questions: passive voice identifying & flipping, rewriting problem sentences, situation analysis, who/whom.
concept questions: e.g., key phrase associated with 'proactive', review coursepack and slides.
ptq questions: 'verbal abuse', comma sutra, & 'saying is believing'.
presentation zen--especially stuff from class
figures of speech

word play

Let's get a hit, number-forty-seven
Ask blue-eyes over there
Metal-mouth has the answer
Ask the hairdo.

synecdoche: a part for the whole
portmanteau words: made up words combining other words:

brangelina, billary, sodo, workaholic, perpetrator; Obamanation

polyptoton (po-lop-ti-pon):

repeating a 'root' word, but in a different form.
choosy mothers choose 'jif'.

mariners close deal for a closer.
quote authorities to give your message authority

love is an irresistible desire to be irresistibly desired. —Robert Frost
syllepsis (suh LEP sis):
a pun, in which (usually) a verb takes two objects that
cleverly gives the verb two different meanings: e.g.,
caught the train and a bad cold.

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

business plan
crux of revenues and expenses

resistance frames
investor offering crux

resistance frames
'picture superiority effect'
“...slides and other multimedia have more in common with cinema (images and narration) and comics (images and text) than they do with written documents.” GR, p. 135
effective charts

- summary: expository tool—tables do this, too
- picture superiority: tells a visual story
- punchline: emphasizes a key insight
- simplicity: makes it easy for audience to grasp in an instant
Anyone, anyone...?
don't leave anything to chance
(rehearse [exactly] as you will perform)
... that means get a remote and rehearse with it

rehearse, rehearse, rehearse
don't think about yourself
(focus on your mission)

what are you like when you are at your best?
aspire to relaxed intensity
smile, bring a playful mood
look like you enjoy being here

don't read
(eat the text and use a story board)
vary pace

be expressive
be committed

manage your nerves
stretch yourself

good luck next week