

class #2

- clip of the day
- jokes
- review
- pto: pronouns
- jh: winning over vs. winning
- coursepak: situation analysis
- assignment #1

office hours m/w 4-530

quiz I on tuesday, class 4

assignment I due thursday, class 5

jokes

be natural

relaxed intensity

think on your feet

(don't read or memorize)

Speak up

don't swallow your punchline

don't be (too) offensive

have fun with it

clip of the day

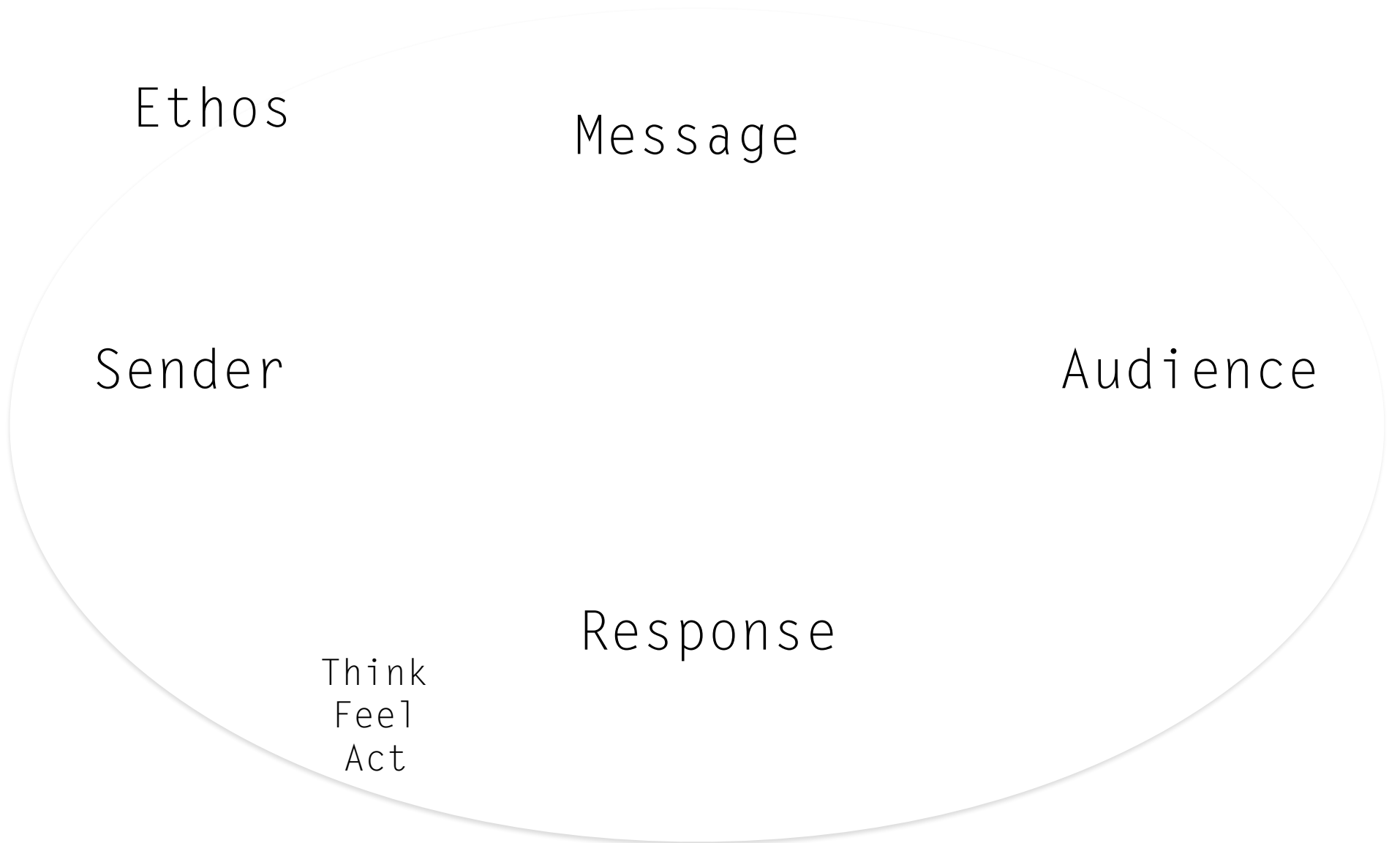


review

dan pink video

setup and a punchline
exposition then insight

what's the importance of
the response?



yin & yang

analysis
strategy
execution
evaluation

pto: pronouns

pronouns & case

Person	Nominative (subjects)	Accusative (objects)
First Person	I, we	me, us
Second Person	you	you
Third Person	he, she, it they	him, her, it, them
Relative Pronoun	who, whoever	whom, whomever

subjects or objects?

Mary likes Joe.

Joe likes Mary.

She likes him.

Him likes she.

She and him went out for a walk.

The teacher told Sally and I to do our homework.

Us three didn't know what to do next.

Who
versus
Whom

who / whom

Mary is the candidate who/whom we think will win.

Mary is the candidate who/whom we hope to elect.

Mary is the candidate who/whom we think will win.

Mary is the candidate who/whom [we think will win].

Mary is the candidate who/whom [she think will win].

Mary is the candidate who/whom [we think she will win].

Mary is the candidate who we think will win.

Mary is the candidate who/whom we hope to elect.

Mary is the candidate who/whom [we hope to elect].

Mary is the candidate who/whom [we hope to elect her].

Mary is the candidate who/whom [we hope to elect her].

Mary is the candidate whom we hope to elect.

rhetorical
considerations

strategic objective

over' vs. winning

there are no rigid formulas

but there are tried-and-true ways to “approach” different problems

some approaches work

and others just don't ...

from *The Verdict*
(1982)



Does this wOrk?

from *Up in the Air*
(2009)



Why is this better?

tactics clooney

uses:

- asks questions
- uses a tactical concession
- focuses on future
- comes up with punchline idea

coursepacking

memo punctilio

analysis
strategy
execution
evaluation