

class #2

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

office hours start this week
Monday 330-430
Wednesday 430-530
for now
(always check top of course website)

quiz 1 on class 4
assignment 1 due class 5

jokes

relaxed intensity

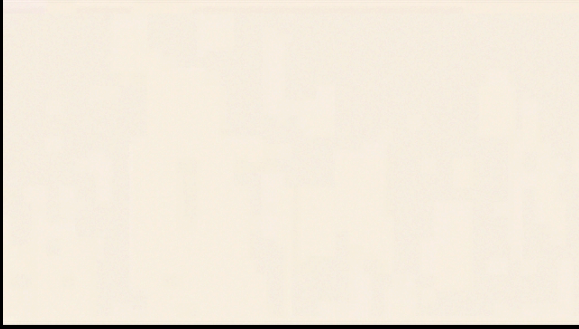
be committed, but ...
be light on your feet

change things up

don't swallow your punchline

Tell us your name,
where you're from,
what your major is,
and anything else you want to say about
yourself or to set up your joke.

clip of the day

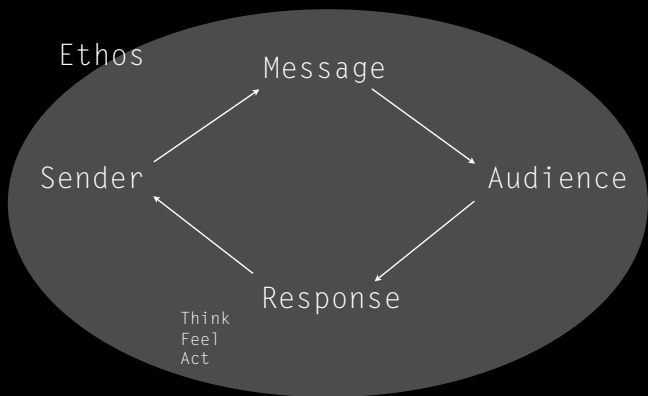


dan pink video

review

setup and a punchline
exposition then insight

what's the importance
of the response?



1. It determines the message goal
2. It completes the loop

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. She likes him.
Joe likes Mary. 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.



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 [we think she 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

'winning over' vs. winning

from *The Verdict*
(1982)



from *Up in the Air*
(2009)



tactics clooney uses:

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

memo punctilio

coursepacking

analysis
strategy
execution
evaluation

analysis

- defining the issues
- defining the goals
- defining the audience

message 1

Dear Mr. Goodwin:

Our sincere apologies. I am enclosing a credit of \$108.00—a refund for the amount charged you on August 8.

We regret the charge, especially since you have always been one of our most reliable clients. In your letter of August 15, you mentioned that you had instructed the United Oregon Bank of Portland to transfer \$45,000 to your account here on August 1. Unfortunately they did not make the transfer until August 10—which explains why on August 8 we were forced to make the overdraft charge of \$108.00 against your account.

I am enclosing copies of the August 10 teletype from United Oregon and our subsequent credit to your account. You might wish to get in touch with your Portland bank to be sure that they send any future transfers on the date specified by your company.

Meanwhile, however, I hope the enclosed refund will close this particular incident satisfactorily. We'll do our best to continue to serve you promptly—but also with fairness and understanding.

message 2

Dear Mr. Goodwin:

We are writing you in regard to overdraft charges of \$108.00 charged against your account on August 8. Enclosed you will find a credit for this amount.

In your letter of August 15, you stated that the United Oregon Bank of Portland was instructed to transfer \$45,000 on August 1 for credit to your account with our bank. We accept your good intentions and are crediting your account accordingly. However, this transfer was not made by the Oregon Bank until August 10. We are enclosing copies of the teletype record as well as of our credit to your account. The Oregon Bank did not transfer the funds on the date requested, and as a result, overdraft charges were incurred against your account.

May we suggest that you contact the Oregon Bank with reference to this matter so that any future transfers will be received by our bank on the date specified by your company?

Because you are one of our valued clients, however, we are refunding the \$108.00 overdraft charge—and we trust the situation will not recur in the future.

message 1.1

Dear Mr. Goodwin:

I am so very very sorry. Please don't feel badly about us. Here, take the \$108.00. We don't want it. This is all a big, terrible mistake.

You are one of our most important customers. So important, I can't believe we could have done something so lacking in consideration for the special status you have. Please, please don't hold this against us. It really wasn't our fault--honest.

We just didn't know that United Oregon Bank failed to make the transfer of \$45,000 as you I'm so surely instructed them to do. We just didn't know.

So please accept our apologies for this terrible mistake, and if there is anything else we can do to make you feel better about this incident please do not hesitate to call.

message 2.1

Dear Mr. Goodwin:

We are writing about the \$108.00 overdraft charge you were complaining about in your August 15 letter. Although you're completely in the wrong about this, we've decided to give you a break this time and give the \$108 back to you.

It wasn't our fault that you bounced a \$45,000 check. If you're going to write big checks like that, make sure the money is there to cover them. We didn't know you told United Oregon Bank of Portland to transfer the money. Even assuming you told them when you said you did--August 1--they didn't get the money to us until August 10, two days after your check arrived.

We'll give you the benefit of the doubt this time. Just make sure it doesn't happen again. We can't have our customers--even big depositors like you--bouncing checks all over the place.
