

class #3

- clip of the day
- jokes
- pronoun review
- logos, pathos, & ethos
- issues, audience, goals
- "Memo Punctilio"

4/28/14

pronoun review

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

Come with I/me to the Casbah.

He is under she/her in the chain of
command.

The discoveries planets the solar system, stimulating renewed speculation other possible worlds throbbing life, are now drawing closer cosmic terms the world their discoverers.

The discoveries of planets beyond the solar system, stimulating renewed speculation of other possible worlds throbbing with life, are now drawing closer in cosmic terms to the world of their discoverers.

about, above, across, after, against, ahead of, along, among, apart from, around, as for, as well as, aside from, at, away from, before, behind, below, beside, besides, between, beyond, but, by, by means of, down, during, except for, from, in, in back of, in front of, inside, instead of, into, like, near, of, off, onto, out, out of, outside, over, past, since, through, throughout, till, to, together, with, toward, under, until, up, up to, upon with, within, without, with regard to

I never met anyone like she/her.

I never saw anyone who looked so
tired as she/her

rhetorical
considerations

logos, pathos, & ethos

logos: arguments that appeal to the head

uses evidence and logic

(but who really operates all the time like
star trek's spock?)

that's why you need

pathos

arguments that appeal
to the heart

(or guts)

but more often than not your arguments
will depend on your credibility

and that's a function of
your having "good ethos"

arguments that appeal to your good
standing in the community

or

character

from Any Given Sunday



coursepacking

situation analysis

defining the issues

defining the audience

defining the goals

defining the
issues

what's coming at you that you have to
deal with?

what is in the situation that gives rise
to the need to write?

what is the fire that needs to be
put out?

CLIENT: The salespeople just need to understand the basics of insurance underwriting/cellular service/cloud computing. That's the learning objective.

LEARNING DESIGNER: OK, sure, and why is it important they know that?

CLIENT: Well, they just need to be grounded in the basics.

LEARNING DESIGNER: Uh huh. And what will they actually do that with information?

CLIENT: They just need to know it.

LEARNING DESIGNER: And what bad thing could happen if they don't know it?

CLIENT: Well, they'd look stupid in front of clients.

LEARNING DESIGNER: Ah! Great. So maybe the learning objective is something more like "Salespeople should be able to answer customer questions accurately."

CLIENT: Yeah, I guess that makes sense.

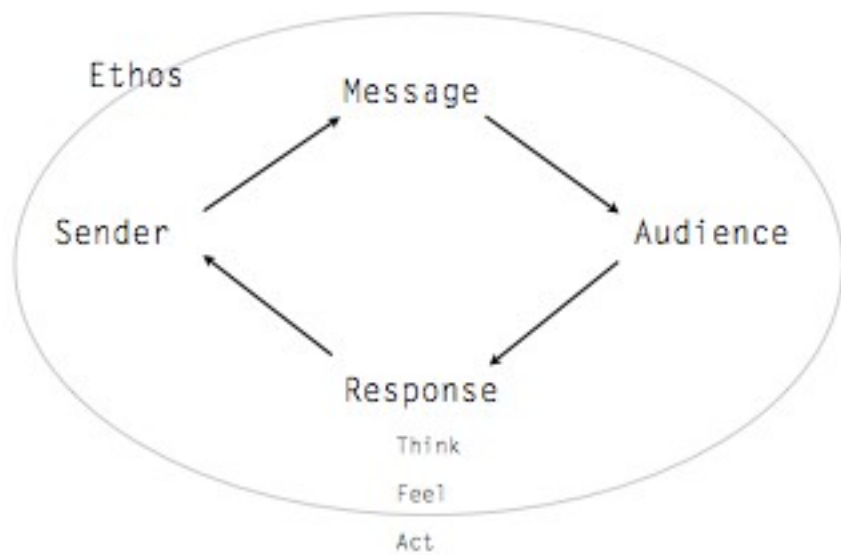
what's the crux?

defining your
audience

scope
ethos
need

scope

- primary audience
- secondary audience



who's really your audience?

from Thank You for Smoking



ethos

- group mentality
- credibility
- tone

group mentality

work with accepted group
attitudes and behaviors

credibility

(if you don't have any, you better
get some)

defines receptivity audience has
to your message

tone

defines your relationship to the audience

(is it working for you or against you?)

need

audience needs a message that's . . .

tasty

(interesting, engaging)

well cooked

(not raw)

easy to chew and swallow

(minimize jargon, technical words,
and abstractions)

and easy to digest

(easy to remember)

defining the goal

audience response on thinking,
feeling, action levels

proactive vs. reactive

Dear Mr. Goodwin:

I am writing in response to your August 15 email questioning the \$108.00 in overdraft fees charged against your account. Upon receiving your email we investigated and learned that a miscommunication between you and the United Oregon Bank led to the automatic imposition of this fee.

In your email, you mentioned that you had instructed the United Oregon Bank to transfer \$45,000 to your account here on August 1. It did not, however, make the transfer until August 10—which explains why on August 8 we charged your account for the overdraft.

We value your account with us, Mr. Goodwin. You have been one of our most reliable and valued customers, and we understand that miscommunications like this happen from time to time. On this occasion we are happy to refund to you the \$108. But please contact United Oregon to be sure that it sends future transfers on the date you specify.

Perhaps an overdraft line of credit would be appropriate if you anticipate this kind of miscommunication in the future. You might also consider consolidating your accounts in such a way as to make these transfers unnecessary. We'll have one of our personal bankers contact you in the next week to see if we can help you to meet your banking needs in a more streamlined way.

Sincerely,

groups