

class #3

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

website

jokes

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

quiz | Class 4

review

Woe is I (or me)?

Woe = ?

Nom = Nom

(predicate nominative—look it up)

Woe = I

Woe is I, not me

who/whom

Mr. Goodwin

crux

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.

prepositions

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

rhetorical considerations

logos, pathos, & ethos

logos: arguments that appeal to the head
(this is what I want you to understand)

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 trustworthiness

so this this where "ethos" comes in

arguments that appeal to your good standing
in the community

or

character

“Why Won’t They Listen”

pathos frames
ethos frames
logos frames

A frame is like a house that your audience lives in . . .

You either have to enter the house and make arguments that follow house rules, or . . .

You have to knock the house down and build another house with new rules.

Nick v. Audience

Audience is in a very negative ethos frame

Nick works within the audience ethos frame by showing audience values are his values.

Ryan vs. Jim

Jim is living in a house where the rules are anxiety/fear (pathos) and compulsive thinking about whether getting married has meaning (ethos)

Ryan pushes aside the ethos frame with tactical concession, and offers alternative pathos frame: "Life's better with company."

from *Any Given Sunday*



coursepacking

assignment # 1: memo punctilio

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?

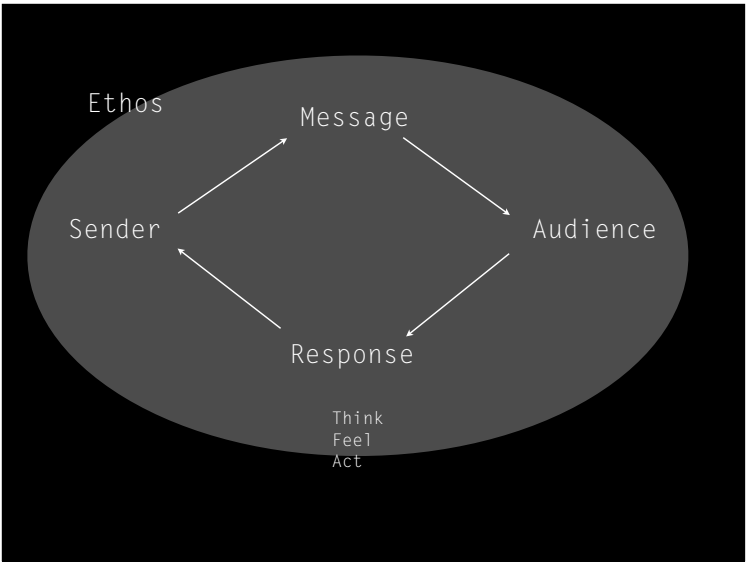
what's the crux?

defining your audience

scope
ethos
need

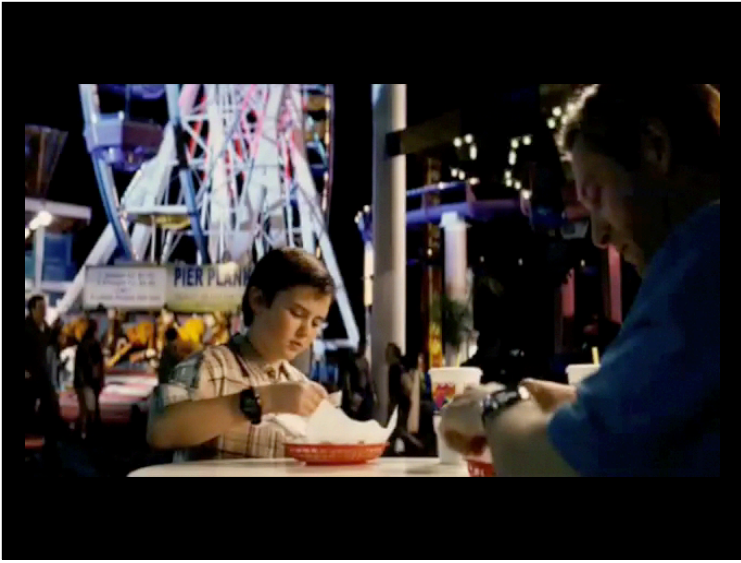
scope

- primary audience
- secondary audience



who's really your audience?

from *Thank You for Smoking*



ethos

- individual/group mentality
- credibility
- tone

need

audience needs a message that ...

..meets its needs

defining the goal

how you want your audience to respond on
thinking, feeling, action levels

reactive & proactive

primary & secondary goals

outline

Groups
