

# class #4

- quiz 1
- jokes
- clip of the day
- groups
- jh: chaps 3, 5-8 on Ethos
- strategy: organization and formatting issues

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quiz 1

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clip of the day

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my cousin vinnie

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groups

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Group tasks today—Make lists:

1. On one (full) sheet make a contact list for everybody in group and one for me.
2. On a second sheet make two lists about
  - Characteristics of groups you hated belonging to
  - Characteristics of groups you enjoyed belonging to

Round Robin: tell stories!

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review

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pathos, ethos, and logos frames

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control the  
tense

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forensic, demonstrative, & deliberative argument

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rhetorical  
considerations

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jh: chaps 5-8  
all about 'ethos'  
'Why Won't They Listen?'

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be familiar with these concepts:

decorum

credibility

practical wisdom

reluctant conclusion

(check website later)

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and have answers for the questions in the study guide about the readings in chaps 5-8

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strategy

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strategy: how you organize your resources to accomplish your objectives

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composition & organization

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composition: generating raw content for your message

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I went back to New York for a presentation the 15th of this month and I found it to be very informative. The sponsor of my visit was a gentleman by the name of Vern Grouper. Vern is the manager of the data processing operation at headquarters; that is, their centralized data processing operation. They've got quite a bit of power out there. One of the things that they do encourage us to do is to utilize their capabilities, their services, and experiences to whatever extent that will be beneficial to us.

It would be my initial observation that although they have a tremendous amount of computing capability that computing capability is directed toward a business dimension very much different than that of our division. However, there are certain services that might be performed in our behalf by headquarters. For example, we could utilize the people such as Vern to come back and address our data-processing advisory group since I am planning on convening that group on a monthly basis. We could invite Vern to give us an overview of what's going on at headquarters and what type of services he might offer in a service bureau mode of operation.

Overall, the trip was time well spent. I had an opportunity to meet my counterparts, to observe a number of the implementations that have been made, both in hardware and in software, and to meet with some key players who we can call on to explore the approaches that were taken by Headquarters. Another important area that I think we could make immediate use for, especially in Lon Harman's area, is the following. There's a lady by the name of Linda V. Monroe. She is the head of the Information Center at headquarters. This lady has an information center and a data-retrieval capability that delves into patents, delves into technical data from various periodicals and she also researches on-going product lines. She subscribes to a number of data-service activities, people who continually scour the publications, periodicals, the weeklies, the dailies, the Wall Street Analyst. I really think it would be beneficial for Lon Harman to visit with Linda and find out just how we might best utilize her services.

(cousepack p. 6)

#### I. Opening:

1. Background statement about trip to New York headquarters .
2. Major finding that Vern Grouper has invited division to use HQ's resources: computer capability and information services (How organized).

#### II. Body

##### A. Computing Capability.

1. Finding that HQ has tremendous computing capability.
2. Finding that HQ's computing capability is used differently from division's.
3. Recommendation that Grouper and data processing group get together to find out how resources can be used.

##### B. Information Services.

1. Finding that Linda Monroe has data retrieval resources that can be used.
2. Details about information services.
3. Recommendation that Monroe and Harman get together to find out how these resources can be used.

##### C. Time well spent:

- a. met counterparts
- b. observed operations
- c. initiated relationships

#### III. Close

Response Mechanism

2/14/06

To: George Kimball

From: John Mason

Subject: How we can use resources at Headquarters

I visited New York Headquarters September 15 to learn more about its capabilities. The data-processing manager, Vern Grouper, invited our division to use HQ's data processing and information services in any way we can.

**Data Processing.** Headquarters has a tremendous amount of computing capability. But because its data processing activities are very different from ours, we need to determine how we can match our needs to its capability.

I suggest that we invite Vern to meet with our data processing advisory group so it could explore with him in detail ways in which Headquarters could give us computer support.

**Information Services.** Another possibility would be to work with Linda Monroe, head of the Information Center at Headquarters. She has several resources available for our use, particularly:

- data-retrieval capabilities that cover patents, technical data, and product lines.
- subscriptions to a number of data-services that might be useful to us.

I suggest that Lon visit with Linda to find out how we can use her services.

**Evaluation.** Overall the trip was time well spent. I had an opportunity to observe operations at Headquarters and to initiate relationships that can benefit us in the future.

Let's get together today or tomorrow to discuss taking the next step with Vern Grouper and Linda Monroe.

- name & class meeting time in upper right hand corner
- full block style
- use headings & lists

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the composition process:

(situation analysis?)

what's the crux?

freewrite around the crux issue

—or freewrite to figure out what the crux is

then do a situation analysis

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the opening

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To think about the components of a good opening paragraph, ask the questions:

What exists? (background)

Why write? (purpose)

How organized? (preview)

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In recent months employee complaints about the cafeteria facilities at Moldana have increased significantly.

We are writing to you about the recommendations of the committee appointed to investigate the merit of these complaints.

This report will focus on the three areas employees most frequently complained about: lounge decor, menu variety, and lounge hours.

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structure

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direct and indirect  
(see coursepack p. 21)

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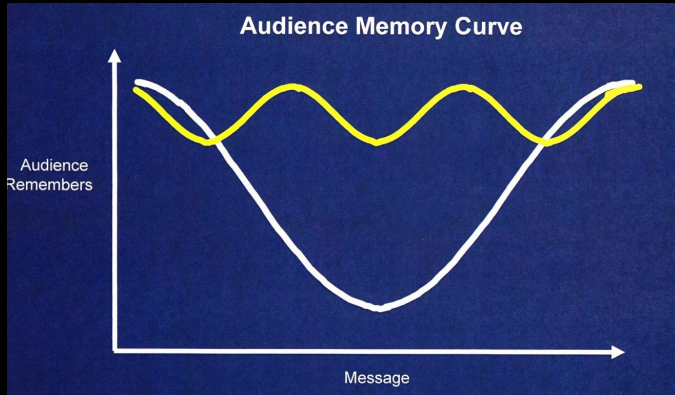
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Sequence	Objective	Tool
Opening	Set the table	Background Primary Objective Preview
Body	Deliver the Meal: Exposition	tables, charts, lists, figures
	Digest the Meal: Synthesis	Summary Conclusion Recommendation
Close	Next Step	Response Mechanism Secondary Objective

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2/14/06  
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What's the crux?

HQ has resources available for our branch's use:

1. Vern Grouper's computing capability
2. Linda Monroe's information services

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