

class #7

- clip of the day
- jokes
- review
- EQ
- more on passive voice
- hilda workshop #2
- the commonplace & reframing

clip of the day

Develop strategy as a team



jokes

review

Three 'C's

command, consult, consensus

content, clarity, correctness

objectives of a bad
news message

minimize damage

show you are fair reasonable

state bad news clearly, firmly,
graciously

cheeseburger strategy

top & bottom bun--

minimize damage: buffer &
gesture

cheese--

reasons: get reader so see it
from your pov.

meat--

your purpose statement

three components of an active voice clause

actor

action

object

more on passive voice

both share three elements:

actor
action
object

The carpenter hit the nail.

The nail was hit by the carpenter.

The nail was hit (by the carpenter).

The nail was hit.

object emphasized

actor deemphasized

verb = to be + past participle

Last summer our house was painted by me. The job had taken about two weeks. First, I was washing the exterior using warm water and a mild detergent. Then we sealed all the chinks and pores in the walls with putty. After the putty had had a chance to dry, the exterior could be painted. A latex paint was used because it is easy to apply and cleans up with water. A whole week was needed to finish this part of the job. I was very careful to apply the paint evenly because I did not want to have to apply two coats. I used a color that was very close to the original color.

Last summer our house was painted by me. The job had taken about two weeks. First, I was washing the exterior using warm water and a mild detergent. Then we sealed all the chinks and pores in the walls with putty. After the putty had had a chance to dry, the exterior could be painted. A latex paint was used because it is easy to apply and cleans up with water. A whole week was needed to finish this part of the job. I was very careful to apply the paint evenly because I did not want to have to apply two coats. I used a color that was very close to the original color.

Last summer our house was painted (by me). The job had taken about two weeks. First, I was washing the exterior using warm water and a mild detergent. Then we sealed all the chinks and pores in the walls with putty. After the putty had had a chance to dry, the exterior could be painted (by me). A latex paint was used (by me) because it is easy to apply and cleans up with water. A whole week was needed (by me) to finish this part of the job. I was very careful to apply the paint evenly because I did not want to have to apply two coats. I used a color that was very close to the original color.

Your comments relative to your respect for my professional opinion are most appreciated.

Actor: by _____

Action:

Object:

Your comments relative to your respect for my professional opinion are most appreciated (by me).

Actor:

Action:

Object:

Your comments relative to your respect for my professional opinion are most appreciated (by me).

Actor: I

Action:

Object:

Your comments relative to your respect for my professional opinion are most appreciated (by me).

Actor: I

Action: appreciate

Object:

Your comments relative to your respect for my professional opinion are most appreciated [by me].

Actor: I

Action: appreciate

Object: your comments

actor: I

action: receive

object: invitation

I receive your invitation with gratitude.

I appreciate your invitation.

now you do it on your Hilda email

When not to use the passive voice:

When passive constructions are vague, confusing, pompous sounding:

When the business plan is finished, it is suggested that it be rerouted for final approval.

When it creates an abstract, vague, "state" feeling as a compound with the verb to be:

It is observed that many students are registering late for class.

When it leads to wordiness:

It was recommended by the budget committee that the program be discontinued by the department. (15 words)

The budget committee recommended that we discontinue the program. (9 words)

OK to use passive voice:

When you want to emphasize the object of the action:

Johnny Jensen, our shipping clerk, shipped your order on November 15. (active)

Your order was shipped November 15. (passive)

To deemphasize the actor:

You waste my time.(active)

Time is being wasted.(passive)

when there is more than one actor or
the actor is unknown:

Over 120 contaminants have been
dumped into the river.

when there's a punchline:

The gold medal in the five-hundred-meter, one-man bobsled
competition has been won by a six-year-old child.

To occasionally provide some variety to sentence structure.

**rhetorical
considerations**

jh | I--good on
commonplaces

more on this next
class

definition

chap 12

Gecko "Greed Speech" from *Wall Street*

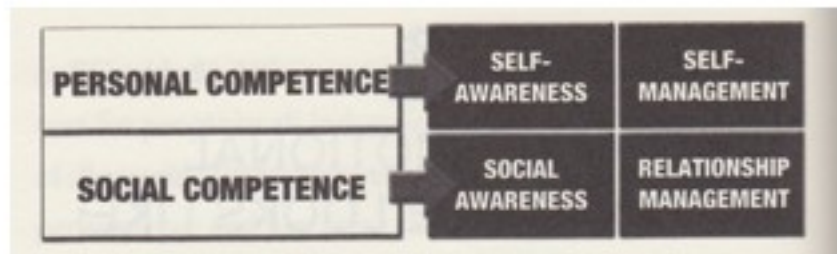


redefines 'greed'

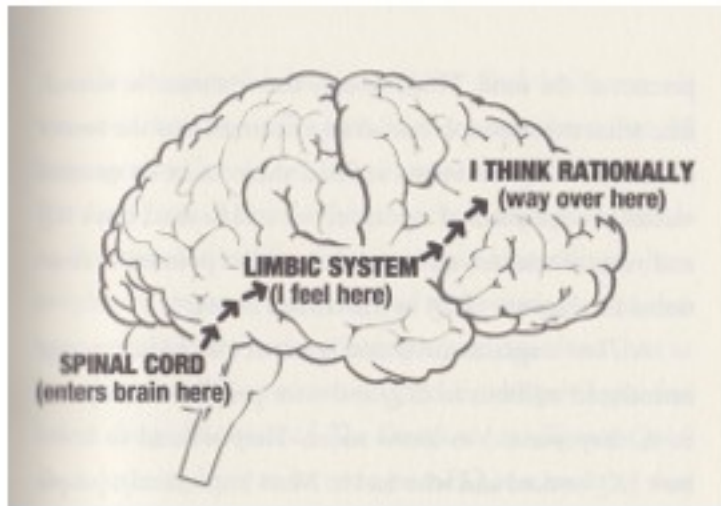
uses alternative values framework

works because solves audience's
moral ambivalence

EQ



(from *Emotional Intelligence 2.0*)



Ok, I get it ...don't react, count to ten,
but what's the social awareness?

your ability to accurately pick up on emotions in other people and understand what is really going on with them. This often means perceiving what other people are thinking and feeling even if you do not feel the same way.

remind you of a word we've already talked about?

empathy

But if you can't figure out what's going on, what do you do?

ask questions, of course

don't assume if you're not sure

make sure

perception checking

**Ana, you canceled plans with me
on Friday night.**

**I was wondering: what was your
reason for canceling at the last
minute?**

**I felt that maybe you were mad at
me. Were you? Are you?**

Are you saying...?

Did I hear you say...?

Did I get that right? It sounded like you said...

Maybe I missed it, but I thought you said ...

business plan
(coursepack p. 37)