

class #8

- quiz
- jokes
- clip of the day: *working girl*
- request messages, persuasion, & sales
- business plan group work

clip of the day



rhetorical
considerations

identity strategy

- uses demonstrative rhetoric: mends fences and builds team mentality and group cohesiveness
- code grooming: commonplaces for one group but not for another, e.g. "states rights"

bushisms

"A great Bushism is a work of art--
neither an accurate representation of
reality nor an appeal to logic, but a
series of impressions that bring Bush
closer to the group he wants to
appeal to."

bushisms

I know what I believe. I will continue to articulate what I believe and what I believe--I believe what I believe is right.

Families is where our nation finds hope,
our wings take dream.

We look forward to hearing your vision, so
we can more better do our job.

what's the take away?

often it's more about the
connotation and mood of your words--
not the logic of them

rational & ineffective:

don't be scared. [scolding]

there aren't any monsters under the
bed. [you moron]

logic-free & effective:

you're safe. I'll be safe here,
protecting you, in your own warm bed.

advice to guys. . .

. . . and girls,
too . . .

sometimes your signif.
other has a problem

but

they don't want to
hear rational,
sensible solutions

it's enough to listen and
make soothing noises

it's monkey grooming, but
it works

because it's what's
called for

persuasion

You need an action response, but
your audience is resistant and
free to refuse.

sales letters

Classic form of persuasive request, but very specialized.

Uses AIDA strategy.

AIDA

- Attention
- Interest
- Desire
- Action

AIDA

- Attention: Break through the resistance door
- Interest:
- Desire
- Action

AIDA

- Attention: Break through the resistance door
- Interest: stimulate awareness of a problem or need.
- Desire:
- Action:

AIDA

- Attention: Break through the resistance door
- Interest: stimulate awareness of a problem or need.
- Desire: Make audience want your solution, i.e., your product or service
- Action:

AIDA

- Attention: Break through the resistance door
- Interest: stimulate awareness of a problem or need.
- Desire: Make audience want your solution, i.e., your product or service
- Action: Ask for sale

business plan



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