

information interview

jokes

problem pairs

lie/lay

lie sit
lying, lay, lain sitting, sat, sat

lay set
laying, laid, laid setting, set, set

fewer/less

principal/principle

nauseous/nauseated

affect/effect

comprise/compose

rhetorical
considerations

more on the
commonplace

jh, chapter 11

the commonplace

a verbal tactic that leans heavily on
the ethos dimension of your argument--

it works with the "pre-existing consensus."

ideas codified in
proverbs or adages that
everybody accepts without
question

early birds get the worm, freedom isn't free, etc.

uses catchphrases and buzz words that play to basic value assumptions of your audience

they're ideas nobody
would even think to
challenge

but nothing in our real-
world experience of it is
unambiguously true, not even
commonplaces . . .

so for every commonplace
truth, you can find its
opposite . . .

look before you leap

but

he who hesitat

you're never too old to

but

you can't teach an old dog new
tricks

don't judge a book by its
cover

but

clothes make the

out of sight c

but

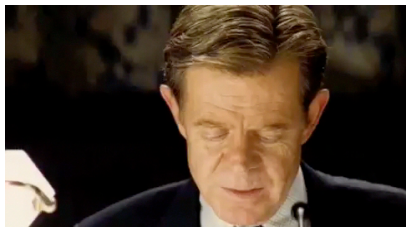
absence makes the heart

(you get the idea)

arguments are often won
by whoever most
skillfully deploys the
most robust commonplaces

if in an argument someone
hits you with a
commonplace, hit back
with your own

(prove your cliches are better)



dr. reed

business plan

