

## **class #8**

- quiz 3 thursday/ return quiz 2 today
- clip of the day
- info interview
- jokes
- the commonplace
- coursepack review
- business plan

**clip of the day**

## The Power of Introverts, Susan Cain



what i think



what i say

office hours changed:

Monday still 3.30-5

Wednesday changed to 1-3

quiz 3 thursday

information interview

jokes

**rhetorical  
considerations**

**more on the commonplace**

jh, chapter 11

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 hesitates is lost

you're never too old to learn

but

you can't teach an old dog new tricks

don't judge a book by its cover

but

clothes make the man

out of sight out of mind

but

absence makes the heart grow fonder

(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)



## coursepack review

(p. 18)

**request messages**

**dr. reed**

**business plan**