

## class #9

- return quiz
- jokes
- jh identity strategy; figures of speech
- coursepack: persuasive requests & dr. reed
- business plan
- groups: finalize idea

rhetoꝛical  
coꝛsiderations

## 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"

clip of the day

## 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



figures of speech

rhetorical questions

Books are useless! I only ever read one book, *To Kill A Mockingbird*, and it gave me absolutely no insight on how to kill mockingbirds! Sure it taught me not to judge a man by the color of his skin . . . but what good does that do me?—Homer Simpson

epiplexis

questions meant to shame  
your listener

have you no decency, sir?

do you presume to play god?

what am i--chopped liver?

hypophora: ask a question  
then immediately answer  
it

"What makes a king out of a slave?  
Courage! What makes the flag on the mast  
to wave? Courage! What makes the elephant  
charge his tusk in the misty mist, or the  
dusky dusk? What makes the muskrat guard  
his musk? Courage --Cowardly Lion

Over? Did you say 'over'? Nothing is  
over until we decide it is! Was it over  
when the Germans bombed Pearl Harbor?  
Hell no!



Is this any way to run an  
airline? You bet it is.

queclaritive: an utterance that has the form of a question but the force of a statement

Are you nuts?

Haven't I been good to you?

Does anybody read books anymore?

erotesis: a question, or series of questions asked one after the other, that infuse energy and awaken attention. It's meant to produce a powerful impression of the truth of a subject.

"Was I not born in the realm? Were my  
parents born in any foreign country?  
Is not my kingdom here? Whom have I  
oppressed? Whom have I enriched to  
other's harm? What turmoil have I made  
in this commonwealth that I should be  
suspected to have no regard to the  
same?" Queen Elizabeth I

aren't you glad you use  
dial? [soap] don't you  
wish everyone did?



