

class #9

- quiz 3
- clip of the day: Guy Kawasaki
- jokes
- work plan
- collaborative problem solving
- identity strategy
- dr. reed workshop

clip of the day



work plan

schedule/division of labor:

- figure out what your work load is and divvy it up.
- set deadlines for all tasks.
- work back from delivery-date, and make it detailed and practical
- contract idea
- due Class 11

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”

jh: chaps 18 & 19

code grooming

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 brings Bush closer to the group he wants to appeal to.” --Jay Heinrich

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.

bush the genius of identity strategy

reverse words:

we are welcomed, but it wasn't a
peaceful welcome

welcomed, peaceful, welcome

what's the take away?

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

advice to guys...

... and girls, too ...

sometimes your signif. other has a
problem

but

he or she doesn't want to hear
rational, sensible solutions

it's enough to listen and make
soothing noises

it's monkey grooming, but it works

Persuasion

go to coursepak, p.46

Persuasion--

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

role of pathos

from *Friday Night Lights*



Sales Letters

Classic form of persuasive request, but very specialized.

Uses AIDA strategy.

AIDA

- Attention
- Interest
- Desire
- Action

AIDA

- Attention
- Interest
- Desire (not Decision)
- Action

moving reader from resistance to compliance

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

dr. reed

Phase 1: Content--block out in a rough draft

Phase 2: Clarity (for Tuesday) paragraphs & sentences

Phase 3: Correctness: (for Thursday) usage, typos, etc.