

class #9

- jokes
- clip of the day
- information interview
- 'W' and the identity strategy
- sales letters
- dr. reed workshop 1
- work plan

quiz 2

quiz 3 on Tues.

jokes

information interview

clip of the day

Gordon Gecko Defines the Frame

Gecko Greed Speech

Gecko knocks down the house where the rules hold that Greed is a vice . . .

And he builds a new house in which Greed is a virtue.

review

three elements active shares with passive
crux of when to use passive
three objectives of a bad news message

rhetorical considerations

Identity Strategy

bush the genius of identity strategy



jh: chaps 21 & 22

code grooming

use of language and symbols
within a group whose meaning is
impenetrable to anyone but
themselves

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.

I'm a proud man to be the nation based upon such wonderful values.

Colbert does Palin:

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."

the taken-for-granted mental furniture that lies around in your audience's mind

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

you don't get a second chance to make a first impression.

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)

request messages

(page 21)

Persuasion

go to coursepak, p.46

Persuasion--

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

role of pathos

Motivators

Security: physical safety

Belonging: recognition, respect, being liked

Autonomy: freedom to live the dream

Purpose: contribute something positive to the world

from *Friday Night Lights*



Motivators

Security: physical safety

Belonging: recognition, respect, being liked

Autonomy: freedom to live the dream

Purpose: personally meaningful, making a difference

role of frames

pathos frames
ethos frames
logos frames

dr. reed

resistance frames vs. counter frames

what's your frame for dr. reed?

role of pathos

Phase 1: Content (today) block out in a rough draft

Phase 2: Clarity (for Class 10) paragraphs & sentences

Phase 3: Correctness: (for Class 11) usage, typos, etc.

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
