

class 2.1

- quiz
- jokes
- possessives
- logos, pathos, & ethos
- forensic, demonstrative, & deliberative
- more analysis
- memo punctilio

english bootcamp

possessive case

Microsoft management is excited
about their new gaming system.

Microsoft management is excited
about its new gaming system.

Before beginning to write, one must understand their purpose.

Before beginning to write, one must understand his or her purpose.

Before beginning to write, managers must understand their purpose.

He dislikes that woman wearing
shorts.

He dislikes that woman's wearing
shorts.

He resents me
going.

He resents my
going.

He resents me
departure.

He resents my
departure.

Gerunds: "ing" words that function like nouns. They're subjects or objects:

Swimming is fun.

I enjoy swimming.

Or like verbs:

Swimming the English Channel was always her dream.

She always dreamed about swimming the English Channel.

She accomplished swimming the English Channel in 2009.

rhetoꝛical
coꝛsiderations

logos, pathos, & ethos

forensic, demonstrative, & deliberative
argument

logos: arguments that appeal to the head

uses evidence and logic

(but who really operates all the time like
star trek's spock?)

that's why you need

pathos

arguments that appeal
to the heart

(or guts)

but more often than not your arguments will
depend on your credibility

and that's a function of
your having "good ethos"

arguments that appeal to your good
standing in the community

or

character

control the tense

past

forensic argument--about historical
evidence induced to develop a
particular conclusion.

used by lawyers in courts to prove
guilt or innocence

but really at the heart of all evidence-
based arguments

'logos' is primary, but . . .

'pathos' can play a role:

"If the glove don't fit, you must
acquit."

present

demonstrative argument—focuses on values and tribal identity: what we believe and value as a community.

'ethos' is primary

"custom is our nature"--blaise pascal

often ceremonial

sermons

(that's just so wrong)

or

(that's just so admirable)

funeral orations

(what a dude he was)

ecomomiums

(what a dude he is)

vituperation

(those liberals hate america)

or

(those republicans are proto-fascists)

commencement addresses

(you are our future)

also locker room speeches

future

deliberative argument—policy choices
going forward.

practical in its
weighing possibilities:
the key tool to get you
'unstuck' in blame game
or values disputes.

it's not about the
facts; it's not about
who was right or wrong
in the past

it's not about whether
there is or isn't a
point. . .

(that kind of discussion can be paralyzing)

it's about where do we
go from here:

clooney to bro-in-law, jim:

you got a choice, dude . . .

do you want to be lonely and bitter
all your life?

or

do you want a life lived
together with someone who
loves you?

from *Any Given Sunday*
(1999)



coursepacking

more analysis

review

defining the issues

- what's coming at you that you have to deal with?
- what is in the situation that gives rise to the need to write?
- what is the fire that needs to be put out?

defining your audience

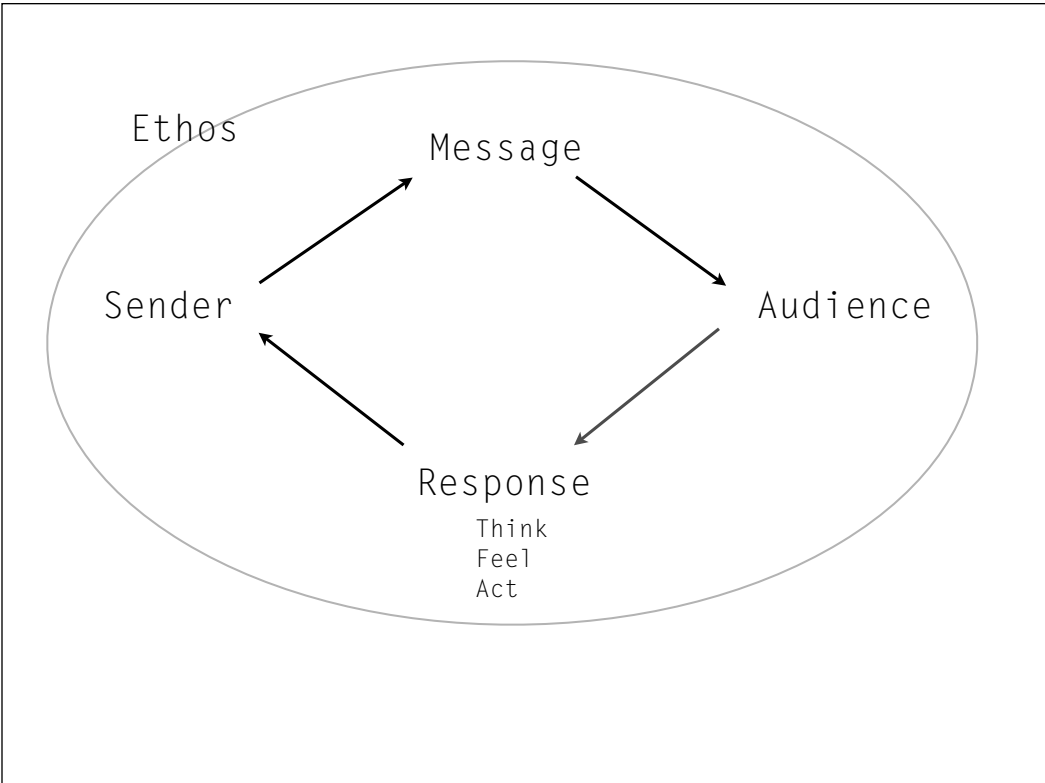
scope

ethos

need

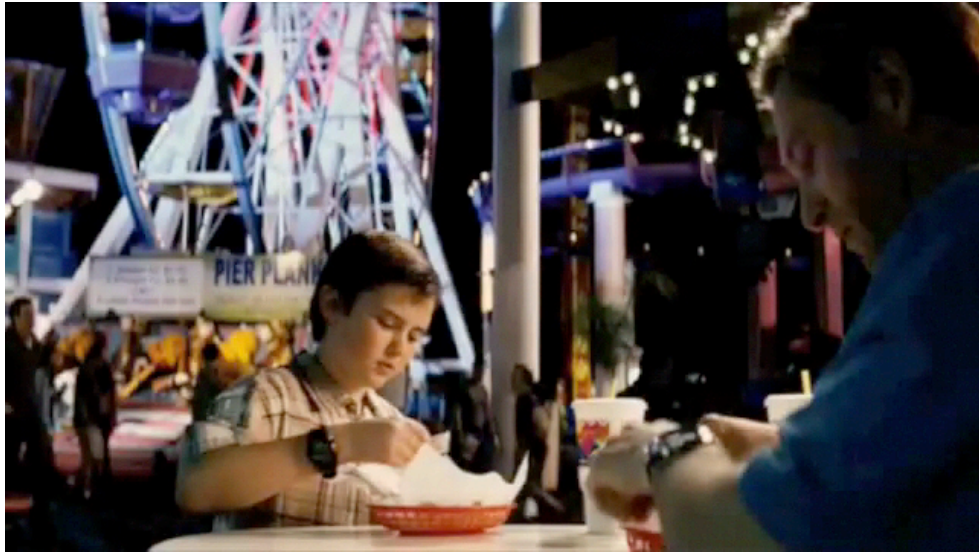
scope

- primary audience
- secondary audience



who's really your audience?

from *Thank You for Smoking*



ethos

- group mentality
- credibility
- tone

defining the goal

audience response on thinking, feeling,
action levels

defining the goal

proactive vs. reactive

ethos

group mentality: work with accepted
attitudes and behaviors

(to give them a shock)

ethos

credibility: defines receptivity
audience has to your message

(if you don't have any, you better get some)

ethos

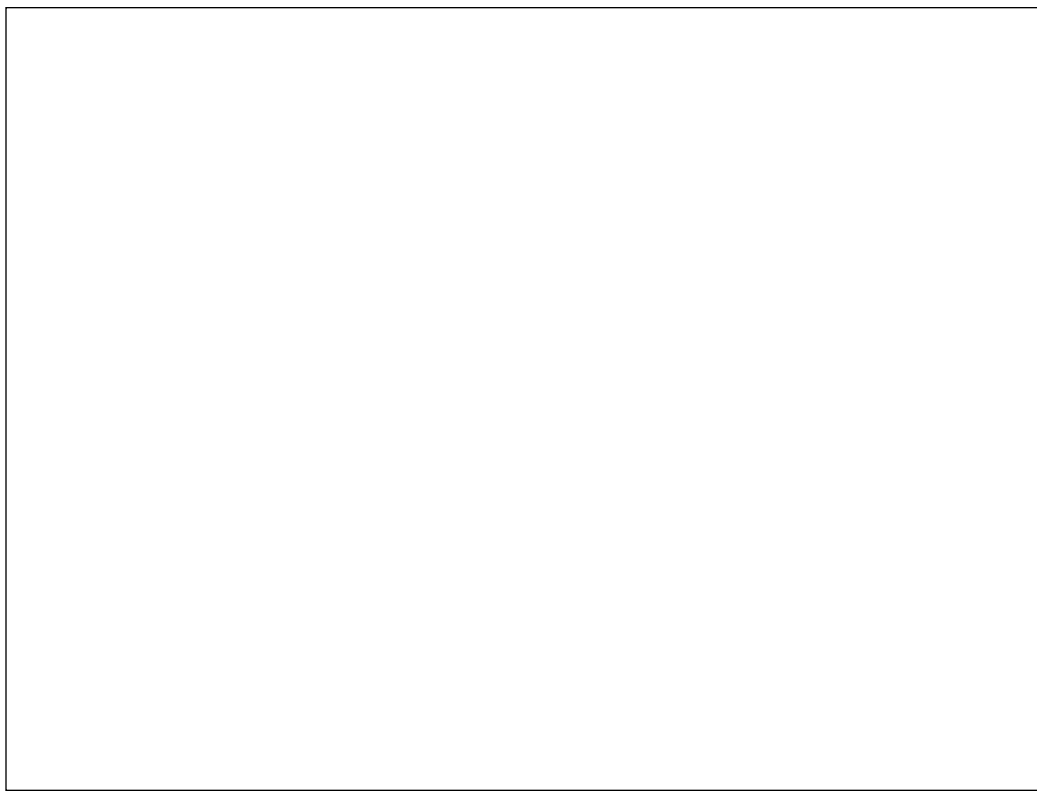
tone: defines your relationship to
the audience

need

- why should your audience care?
- definition of "boring":

giving audience information that
answers questions it doesn't have.

analysis and "memo punctilio"



class 2.2

- clip of the day
- pto:verbs, part 1
- jh:ethos & leadership
- strategy & memo punctilio

strategy

(go to coursepak p.8)

composition

organization

I went back to New York for a presentation the 15th of this month and I found it to be very informative. The sponsor of my visit was a gentleman by the name of Vern Grouper. Vern is the manager of the data processing operation at headquarters; that is, their centralized data processing operation. They've got quite a bit of power out there. One of the things that they do encourage us to do is to utilize their capabilities, their services, and experiences to whatever extent that will be beneficial to us.

It would be my initial observation that although they have a tremendous amount of computing capability that computing capability is directed toward a business dimension very much different than that of our division. However, there are certain services that might be performed in our behalf by headquarters. For example, we could utilize the people such as Vern to come back and address our data-processing advisory group since I am planning on convening that group on a monthly basis. We could invite Vern to give us an overview of what's going on at headquarters and what type of services he might offer in a service bureau mode of operation.

Overall, the trip was time well spent. I had an opportunity to meet my counterparts, to observe a number of the implementations that have been made, both in hardware and in software, and to meet with some key players who we can call on to explore the approaches that were taken by Headquarters. Another important area that I think we could make immediate use for, especially in Lon Harman's area, is the following. There's a lady by the name of Linda V. Monroe. She is the head of the Information Center at headquarters. This lady has an information center and a data-retrieval capability that delves into patents, delves into technical data from various periodicals and she also researches on-going product lines. She subscribes to a number of data-service activities, people who continually scour the publications, periodicals, the weeklies, the dailies, the Wall Street Analyst. I really think it would be beneficial for Lon Harman to visit with Linda and find out just how we might best utilize her services.

I. Opening:

1. Background statement about trip to New York headquarters .
2. Major finding that Vern Grouper has invited division to use HQ's resources: computer capability and information services (How organized).

II. Body

A. Computing Capability.

1. Finding that HQ has tremendous computing capability.
2. Finding that HQ's computing capability is used differently from division's.
3. Recommendation that Grouper and data processing group get together to find out how resources can be used.

B. Information Services.

1. Finding that Linda Monroe has data retrieval resources that can be used.
2. Details about information services.
3. Recommendation that Monroe and Harman get together to find out how these resources can be used.

C. Time well spent:

- a. met counterparts
- b. observed operations
- c. initiated relationships

III. Close

Response Mechanism

2/14/06

To: George Kimball

From: John Mason

Subject: How we can use resources at Headquarters

I visited New York Headquarters September 15 to learn more about its capabilities. The data-processing manager, Vern Grouper, invited our division to use HQ's data processing and information services in any way we can.

Data Processing. Headquarters has a tremendous amount of computing capability. But because its data processing activities are very different from ours, we need to determine how we can match our needs to its capability.

I suggest that we invite Vern to meet with our data processing advisory group so it could explore with him in detail ways in which Headquarters could give us computer support.

Information Services. Another possibility would be to work with Linda Monroe, head of the Information Center at Headquarters. She has several resources available for our use, particularly:

- data-retrieval capabilities that cover patents, technical data, and product lines.
- subscriptions to a number of data-services that might be useful to us.

I suggest that Lon visit with Linda to find out how we can use her services.

Evaluation. Overall the trip was time well spent. I had an opportunity to observe operations at Headquarters and to initiate relationships that can benefit us in the future.

Let's get together today or tomorrow to discuss taking the next step with Vern Grouper and Linda Monroe.xt

organizational basics

memory curve

direct and indirect

structure

beginning, middle, end

opening, body, close

the opening

To think about the components of a good opening paragraph, ask the questions:

What exists? (background)

Why write? (purpose)

How organized? (preview)

In recent months employee complaints about the cafeteria facilities at Moldana have increased significantly.

We are writing to you about the recommendations of the committee appointed to investigate the merit of these complaints.

This report will focus on the three areas employees most frequently complained about: lounge decor, menu variety, and lounge hours.

direct informative Strategy

Sequence	Objective	Tool
Opening	Set the table	Background Primary Objective Preview
Body	Deliver the Meal: Exposition	tables, charts, lists, figures
	Digest the Meal: Synthesis	Summary Conclusion Recommendation
Close	Next Step	Response Mechanism Secondary Objective

format

- full block style
- use headings & lists

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