

class #3.1

- clip of the day
- quiz #2; return quiz #1
- jokes
- ethos and pathos
- (punctuation?)
- paragraphs & sentences

clip of the day

more on ethos

(JH, chaps 5-8)

decorum/virtue

from *My Cousin Vinnie*
(1992)



leadership

practical wisdom

goodwill

practical wisdom

the ability to get things done with and
through others

getting "buy in".



- track record of success
- common sense about rules
- find middle way between extremes

goodwill

disinterest:

it's not about me;

it's all about you.

(not believable)

better:

it's not about me--

it's all about us

so instead of "disinterest",
let's call it "balanced interest"

pathos

role of emotion

If you appeal primarily to people's reason without first getting them to feel the significance of the issue you're talking about, they're not going to be interested. From an evolutionary standpoint, our emotions play two major roles. One, our emotions appear to capture our attention, so if you don't make emotionally compelling arguments, if you don't use stories or examples to grab listeners, they won't hear important things you have to say. The other role of emotion, which is probably most crucial, is that emotions motivate us -- positive feelings pull us towards things that are generally good for us, and negative emotions move us away from things that are generally bad for us. They're not flawless, by any means, and that's why reason is so helpful to help us tell the difference between a false smile and a real smile, or between a plan that makes sense and a plan that doesn't. (Drew Westen--See Coursepak p. 42.)

beliefs



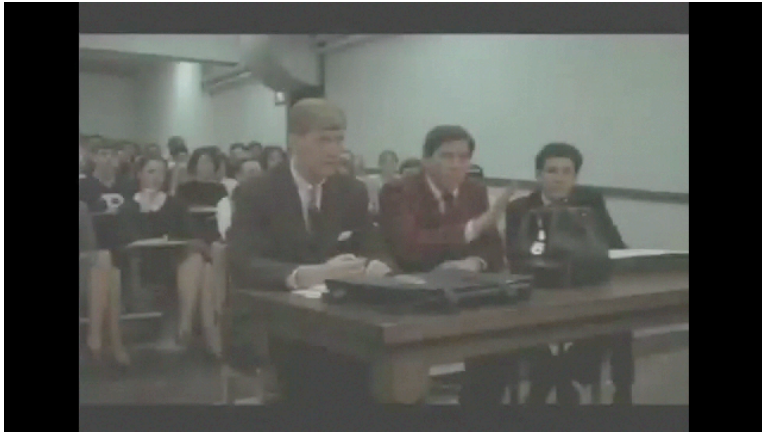
storytelling

volume control

(pacino starts softly and raises the
volume)

anger

patriotism



unannounced emotion

(surprise!)

emulation

who are your heroes?

who has the kind of life, the kind of career
that you want?

also, the opposite is true . . .

don't be that guy. . .



execution/evaluation

(coursepak, p. 14)

content, clarity, correctness

Phase 1. Block out information in a rough draft. (Content)

Phase 2. Make it easy to understand. (Clarity)

Phase 3. Correct mechanical errors. (Correctness)

paragraphs

Before launching on a memo, one must have a well-defined purpose in mind. He or she needs to find out who his or her audience, both primary and secondary, are and what information they want. It is also needed to differentiate the major points from the minor points so that the memo can be organized accordingly. Simple and common words or terminologies should be used instead of trying to impress the audience using his or her deep learning or membership in a jargon-speaking elite. The purpose of a memo is to get the idea across. Sentences should be short, less than twenty words. The verb "to be" should be used as infrequently as possible. Passive voice should be used in proper context, especially in political issues.

First paragraph:

Prewriting objectives

- Define your purpose.
- Define audience and its needs.
- Organize your secondary ideas around your primary.

Second paragraph:

Drafting objectives

- Use simple words.
- Use short sentences.
- Use strong verbs.

Revision:

Before you start drafting, analyze the situation and develop a strategy. First be clear about your purposes. What specific results do you want from this message? Second, be clear about who your audience is and what its needs are. Third, develop an organizational strategy. Know which are your key points and cluster the others around them.

When you are ready to draft, remember your central objective is to make yourself understood. Use simple words. Avoid jargon and vocabulary that your audience is unlikely to understand. Write sentences that average twenty words or fewer. Use strong verbs avoiding the overuse of "to be" and its compounds, and avoid the passive voice except when it is politically expedient to do so.

Prewriting Objectives and Tasks. Before you start drafting, analyze the situation and develop a strategy.

1. Be clear about your purposes. What specific results do you want from this message?
2. Be clear about who your audience is and what their needs are.
3. Develop an organizational strategy. Know which are your key points and cluster the others around them.

Drafting Objectives. When you are ready to draft, remember your central objective is to make yourself understood.

- Use simple words. Avoid jargon and vocabulary that your audience is unlikely to understand.
- Use short sentences. They should average twenty words or fewer.
- Use strong verbs. Avoid the overuse of "to be" and its compounds, and avoid the passive voice except when it is politically expedient.

sentences

state verbs = static sentences

active verbs = dynamic sentences

"to be"

king of the state verbs

be being been
am is are
was were

The financial advantage of owning this equipment instead of leasing it is 10% after taxes.

The financial advantage of owning this equipment instead of leasing it is 10% after taxes.

We will save 10% after taxes by owning
this equipment instead of leasing it.

hidden verbs

We will perform an investigation of the
problem

We will perform an investigation of the
problem

We will investigate the problem

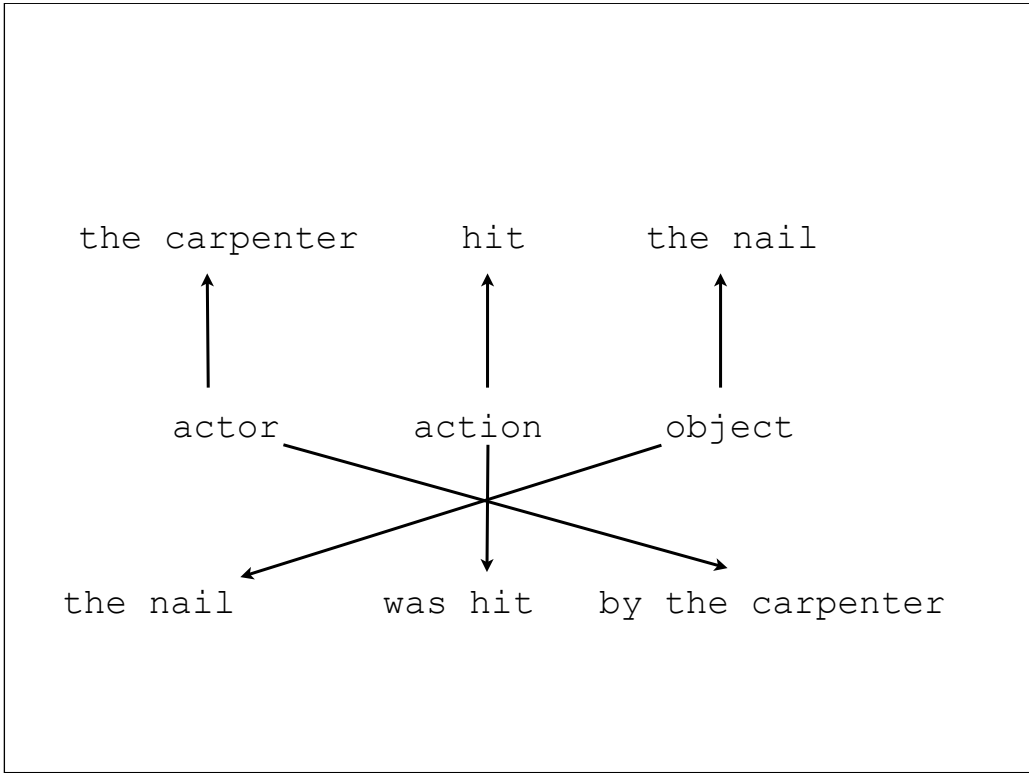
We hope you have a lot of enjoyment during
your vacation.

We hope you have a lot of enjoyment during
your vacation.

We hope you enjoy your vacation.

We will save 10% after taxes by owning
this equipment instead of leasing it.

We will save 10% after taxes if we own this equipment rather than [if we] lease it.



past participle test:

I have [verb]