

class #4.1

- quiz
- return quiz 2 & memo punctilio
- jokes
- clip of the day
- punctuation
- jh: the commonplace & reframing
- coursepak: more passive voice

from *Up in the Air*

Natalie Keener (Anna Kendrick)
Ryan Bingham (George Clooney)



english bootcamp

punctuation

I went to the store I bought my
favorite fruits.

I went to the store. I bought my
favorite fruits.

I went to the store; I bought my
favorite fruits.

I went to the store, and I bought my
favorite fruits.

I love three fruits apples oranges
and grapes

General = particular
General : particular

I love three fruits: apples oranges
and grapes

I love three fruits: apples, oranges,
and grapes.

I love three fruits--apples, oranges,
and grapes.

My three favorite fruits are: apples,
oranges, and grapes.

commas, dashes,
parentheses

Butch's bulldog, which has one white ear, won first in show.

Butch's bulldog--which has one white ear--won first in show.

Butch's bulldog (which has one white ear) won first in show.

lie/lay

lie	sit
lying, lay, lain	sitting, sat, sat

lay	set
laying, laid, laid	setting, set, set

fewer/less

principal/principle

nauseous/nauseated

affect/effect

comprise/compose

sentence style

coursepack p. 17

yang vs. yin
hot vs. cool

active = yang

passive = yin

more on passive voice

both share three elements:

actor
action
object

The carpenter hit the nail.

The nail was hit by the carpenter.

The nail was hit (by the carpenter).

The nail was hit.

object emphasized

actor deemphasized

verb = past participle + to be

Dear Frank,

Your comments relative to your respect for my professional opinion are most appreciated. Moreover, your invitation to serve on the hospital's data processing evaluation team is received with gratitude, albeit with some concern.

The evaluation team must be composed of persons free of alliances with any of the vendors submitting proposals. For that reason, it is felt that my services on the team could be construed as a conflict of interest.

Perhaps help can be given in some other way. Again, please be assured that your invitation has been appreciated.

Your comments relative to your respect for my professional opinion are most appreciated.

Actor: by _____

Action:

Object:

Your comments relative to your respect for my professional opinion are most appreciated (by me).

Actor:

Action:

Object:

Your comments relative to your respect for my professional opinion are most appreciated (by me).

Actor: I

Action:

Object:

Your comments relative to your respect for my professional opinion are most appreciated (by me).

Actor: I

Action: appreciate

Object:

Your comments relative to your respect for my professional opinion are most appreciated [by me].

Actor: I

Action: appreciate

Object: your comments

Moreover, your invitation to serve on the hospital's data processing evaluation team is received with gratitude [by me], albeit with some concern.

actor: I

action: receive

object: invitation

I receive your invitation with
gratitude.

I appreciate your invitation.

When not to use the passive voice:

When passive constructions are vague,
confusing, pompous sounding:

When the business plan is finished, it is
suggested that it be rerouted for final
approval.

When it creates an abstract, vague, "state"
feeling as a compound with the verb to be:

It is observed that many students are
registering late for class.

When it leads to wordiness:

It was recommended by the budget committee that the program be discontinued by the department.
(15 words)

The budget committee recommended that we discontinue the program. (9 words)

OK to use passive voice:

When you want to emphasize the object of the action:

Johnny Jensen, our shipping clerk, shipped your order on November 15. (active)

Your order was shipped November 15. (passive)

To deemphasize the actor:

You waste my time.(active)

Time is being wasted.(passive)

when there's a punchline:

The gold medal in the five-hundred-meter,
one-man bobsled competition has been won
by a six-year-old child.

To occasionally provide some
variety to sentence structure.

informative messages

(p. 24 in coursepak)

class # 4.2

- rhetorical considerations
- english bootcamp
- persuasion

rhetoꝛical
coꝛsiderations

the commonplace

ask for definition

(locus communis)

shared ground

common ground

it's common sense

it's where we all agree

SO

it's a verbal tactic that leans
heavily on the 'ethos' dimension of
your argument--

it works with the "pre-fab, communal
consensus."

(i.e., the conventional wisdom)

ideas codified in
proverbs or slogans that
everybody accepts without
question

(early birds get the worm, freedom isn't
free, etc.)

plays to basic attitudinal and value
assumptions of your audience

most northerners think
that the american civil
war was about freeing the
slaves

dixie patriots think
slavery had nothing to do
with it

it was about repelling
the northern aggressor

that's just common sense

(unless you're some
sanctimonious yankee
idiot)

nobody within a
particular tribal
mentality would even
think to challenge the
basic assumptions
embedded in a commonplace

you may want to

(or have to)

but understand what
you're up against

but 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

clothes make the man

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

(when 'robust' means most
resonant with the biases
of the audience)

SO

if you're in an argument,
and someone hits you with
a commonplace . . .

hit back with one of your
own

(prove your cliches are better)

from *Thank You for Smoking*



reframe the argument

otter's student-court speech

vanilla v. chocolate

nick's senate testimony

redefine terms

don't accept your opponent's definition

flip it

if someone accuses you of talking like an
egghead . . .

your reply:

"if talking like an egghead means
knowing what i'm talking about, then,
sure, i'm talking like an egghead"