

class #5

- return quiz
- jokes
- jh: the commonplace; identity strategy; figures of speech
- coursepack: persuasive requests & dr. reed
- business plan
- groups: finalize idea

rhetoꝛical
coꝛsiderations

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"

clip of the day

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 bring Bush
closer to the group he wants to
appeal to."

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.

what's the take away?

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

rational & ineffective:

don't be scared. [scolding]

there aren't any monsters under the
bed. [you moron]

logic-free & effective:

you're safe. I'll be safe here,
protecting you, in your own warm bed.

advice to guys. . .

. . . and girls,
too . . .

sometimes your signif.
other has a problem

but

they don't want to
hear rational,
sensible solutions

it's enough to listen and
make soothing noises

it's monkey grooming, but
it works

because it's what's
called for

figures of speech

rhetoꝛical questions

Books are useless! I only ever read one book, *To Kill A Mockingbird*, and it gave me absolutely no insight on how to kill mockingbirds! Sure it taught me not to judge a man by the color of his skin . . . but what good does that do me?—Homer Simpson

epiplexis

questions meant to shame
your listener

have you no decency, sir?

do you presume to play god?

what am i--chopped liver?

hypophora: ask a question
then immediately answer
it

"What makes a king out of a slave?
Courage! What makes the flag on the mast
to wave? Courage! What makes the elephant
charge his tusk in the misty mist, or the
dusky dusk? What makes the muskrat guard
his musk? Courage --Cowardly Lion

Over? Did you say 'over'? Nothing is
over until we decide it is! Was it over
when the Germans bombed Pearl Harbor?
Hell no!

Is this any way to run an
airline? You bet it is.

queclaritive: an utterance that has the form of a question but the force of a statement

Are you nuts?

Haven't I been good to you?

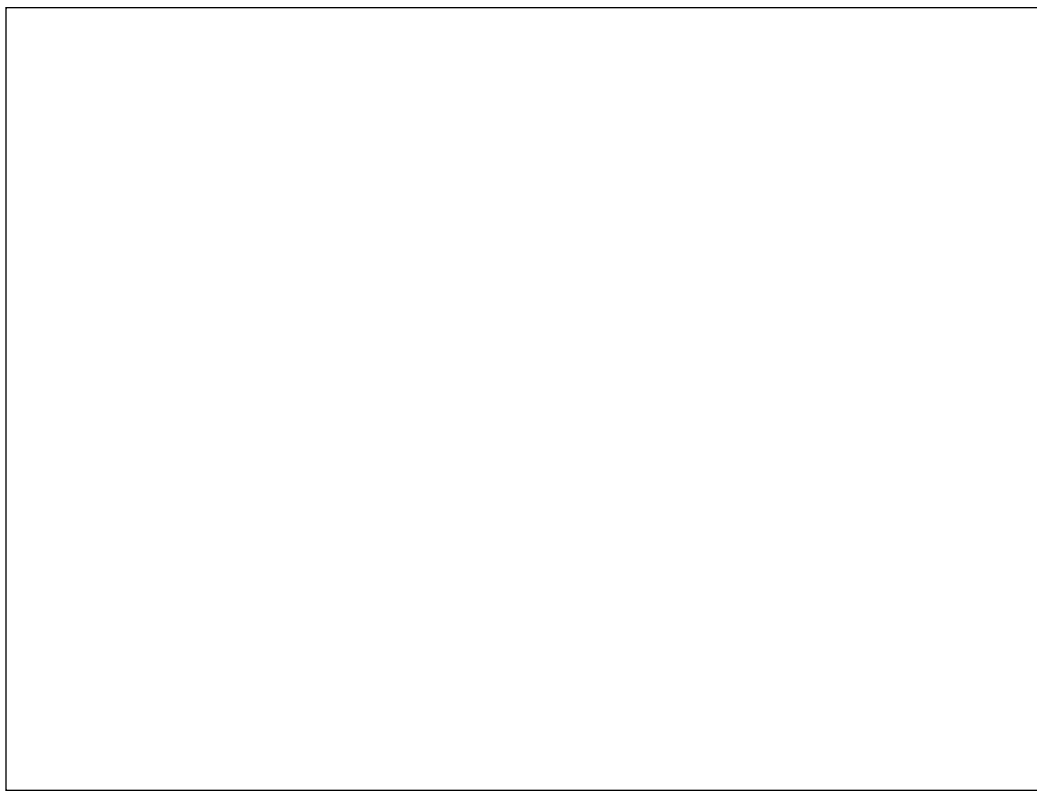
Does anybody read books anymore?

erotesis: a question, or series of questions asked one after the other, that infuse energy and awaken attention. It's meant to produce a powerful impression of the truth of a subject.

"Was I not born in the realm? Were my parents born in any foreign country? Is not my kingdom here? Whom have I oppressed? Whom have I enriched to other's harm? What turmoil have I made in this commonwealth that I should be suspected to have no regard to the same?" Queen Elizabeth I

aren't you glad you use
dial? [soap] don't you
wish everyone did?





Sales Letters

Classic form of persuasive request, but very specialized.

Uses AIDA strategy.

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

AIDA

- Attention
- Interest
- Desire
- Action

AIDA

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AIDA

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- Interest: stimulate awareness of a problem or need.
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business plan



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