class #6

- quiz & jokes
- return hilda black
- clips of the day
- figures of speech
- reed workshop
- business plan content
- investors & workplans

hilda

- uses "cheeseburger" strategy

- effective, clear, easy-to-understand development

- does buffer theme make sense?

- are the reasons easy to understand and get hilda to see it from your point of view

- is there a gesture that moves the relationship forward

- are sentences clear and fluent?

- are usage and mechanics solid?

clip of the day

(michael wins by changing the subject)

rhetorical considerations

- figures of speech

figures of speech

repetition

anaphora: [*uh*-**naf**-er-*uh*]

repetition that occurs when the
first word or set of words in one
sentence, clause, or phrase is/are
repeated.

I want to shake off the dust of this one-horse town. I want to explore the world. I want to watch TV in a different time zone. I want to visit strange, exotic malls. I'm sick of eating hoagies! I want a grinder, a sub, a foot-long hero! I want to LIVE, Marge! Won't you let me live? Won't you, please?" –*Homer Simpson*

We shall not flag or fail. We shall go on to the end. We shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills. We shall never surrender. -- *Winston Churchill*

epistrophe: [eh-PISS-truh-FEE]

repetition that occurs when the last
word or set of words in one sentence,
clause, or phrase is repeated one or
more times at the end of successive
sentences, clauses, or phrases.

For when we have faced down impossible odds, when we've been told we're not ready or that we shouldn't try or that we can't, generations of Americans have responded with a simple creed that sums up the spirit of a people: <u>Yes, we can. Yes, we can. Yes, we can</u>.

It was a creed written into the founding documents that declared the destiny of a nation: <u>Yes, we can</u>.

It was whispered by slaves and abolitionists as they blazed a trail towards freedom through the darkest of nights: <u>Yes, we can</u>.

It was sung by immigrants as they struck out from distant shores and pioneers who pushed westward against an unforgiving wilderness: <u>Yes, we can</u>.

--Barack Obama

"The time for the healing of the wounds has come. The moment to bridge the chasms that divide us has come."--Nelson Mandela

symploce: [SIM-ploh-see]

repetition that combines anaphora and epistrophe in which the first and last word or words in one phrase, clause, or sentence are repeated in one or more successive phrases, clauses, or sentences; repetition of the first and last words in a clause over successive clauses.

We want freedom by any means necessary. We want
justice by any means necessary. We want equality
by any means necessary.
--Malcolm X

My brother need not be idealized, or
enlarged in death beyond what he was in
life, to be remembered simply as a good
and decent man,

who <u>saw</u> wrong and tried to right <u>it</u>,
<u>saw</u> suffering and tried to heal <u>it</u>,
<u>saw</u> war and tried to stop <u>it</u>.-- *Ted
Kennedy*, *Eulogy for Robert F. Kennedy*

dr. reed

business plan

work plan

schedule/division of labor:

- figure out what your work load is and divvy it up.

- set deadlines for all tasks.

- work back from d-date, and make it detailed and practical

- contract idea

developing content

knowing what to say and not
say

it's about giving just
enough exposition to
deliver an insight

why is it easier to
answer questions during
the q & a?

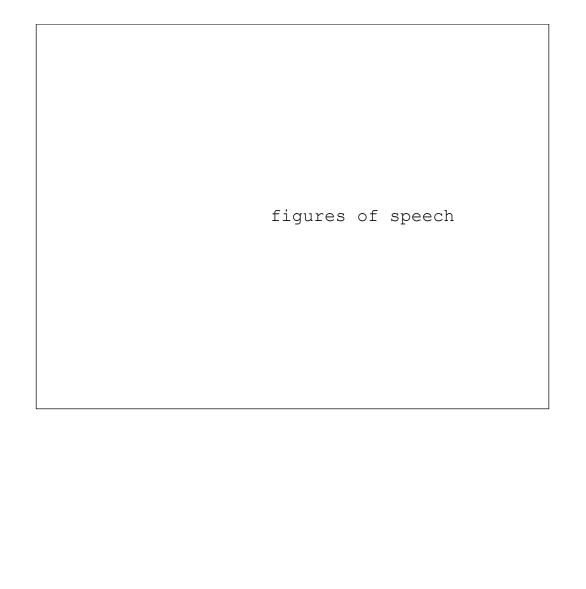you have a limited,
focused goal

you know you don't have
to say everything you
know . . .

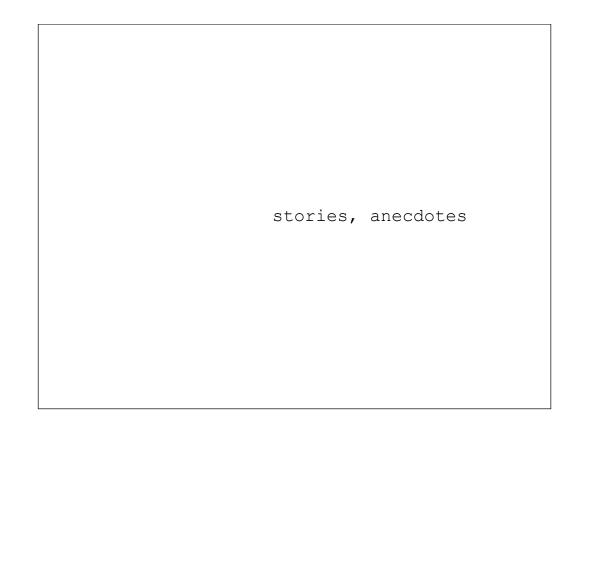. . . you have to say
only enough to deliver
the insight.

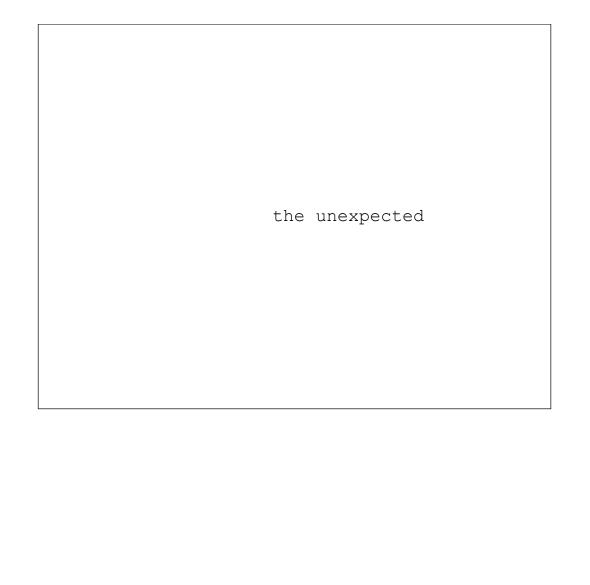always ask yourself:
what's my bottom-line
idea?

what do i want my
audience to remember?

and then ask yourself:
how can i formulate that
idea in a way that has
the most impact . . .
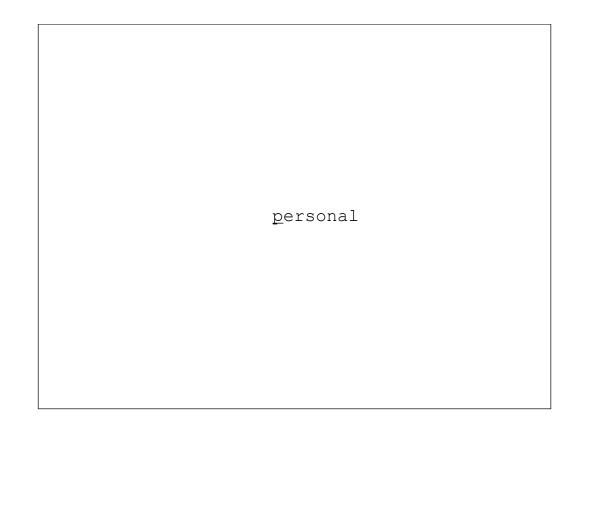
how can i make it sticky?

figures of speech

stories, anecdotes

the unexpected

changes in tone or volume

changes in body language

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set the tone with
p.u.n.c.h.



                              personal
                              unexpected
                              novel
                              challenging
                              humorous
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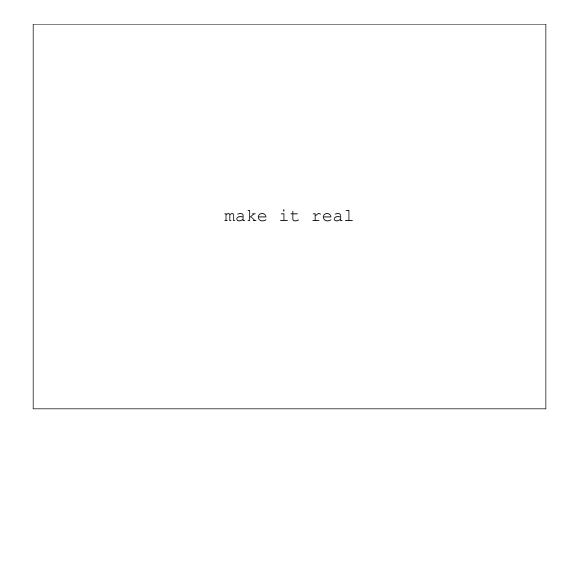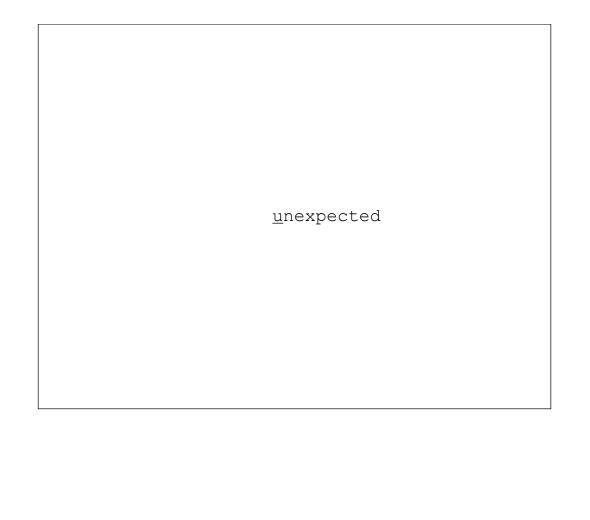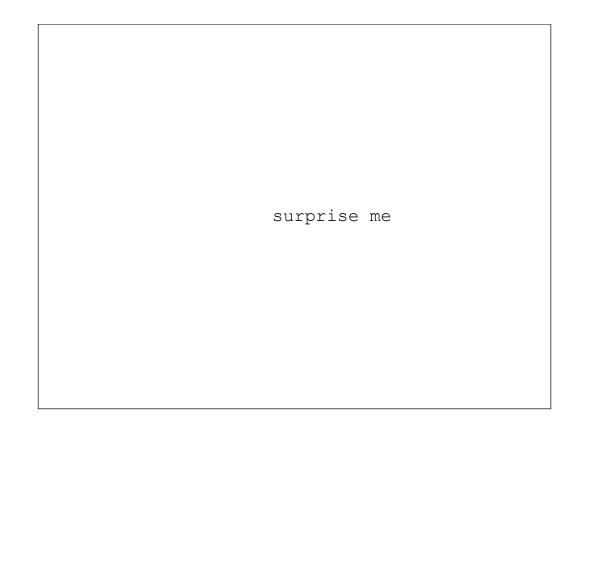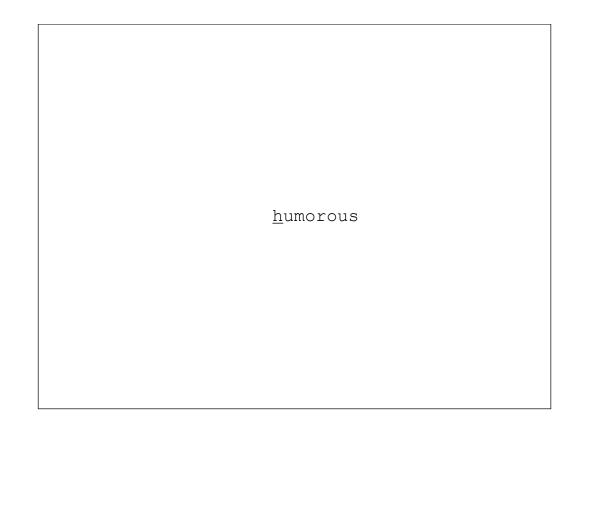
(never start with an apology)

personal

tell a story about yourself

make it real

unexpected

surprise me

defy expectations

novel

tell me something i don't know

challenging

challenge the audience's
'ethos'or basic
assumptions

(make people think)

humorous

it's not about telling
jokes