* Why in *Thank You for Smoking* is the Aaron Eckhart character’s attempt to deflect the audience’s anger from him toward the politician plausible?
* What does 1st, 2nd, & 3rd person refer to?
* According to Pink, what are three things intrinsically motivated workers want? Can you give examples
* Why do both Goodwin messages 1 & 2 go astray?
* Vanilla vs. chocolate” clip: Why doesn’t it matter that Joey isn’t persuaded? Is Nick’s an ethos argument or a logos argument?
* What are the three components of the opening for a direct informative message?
* What is the definition of Emotional Intelligence?
* In the same clip, what kind of ‘frame’ is Bob in, and what kind of frame is necessary for Ryan to crash it?
* What motivators does Ryan use to replace Bob’s old frame with a new one?
* What are the “Three Cs”
* How do you know whether to use ‘which’ or ‘that’ to introduce a dependent clause? Which of these uses commas to separate the dependent clause out?
* When you have a static, stilted, awkward sentence, what is the best medicine to cure it?
* What is the past participle test?
* What is the past participle test?
* If a commonplace points to a common-sense and widely held value, does that mean that your audience is likely to find its opposite untrue?
* Why is pathos often more important for effective persuasion than logos?
* When do you deploy figures of speech, what is the point of using them?
* Cicero talks about introduction, narration, division, proof, prolepsis (refutation), and close. How do these steps correlate with the AIDA strategy taught in Class 9?
* I talked about four kinds of motivating themes for a persuasive talk. What are they?
* When preparing your slides, which comes first, your slide ideas, or your text? Why?
* What three adjectives describe an effective mantra? Can you give me an example of a mantra from the film clips we’ve watched?