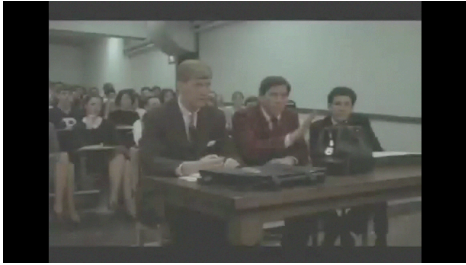## class #7

- clip of the day
- jokes
- review
- hilda workshop #2
- more on passive voice
- the commonplace & reframing
- the business plan

clip of the day

jokes

review

Three 'C's

content, clarity, correctness

objectives of a bad
news message

minimize damage

show you are fair reasonable

state bad news clearly, firmly, graciously

---

cheeseburger strategy

---

top & bottom bun--

minimize damage: buffer & gesture

cheese--

reasons: get reader so see it from your pov.

meat--

your purpose statement

team charter

more punctuation

that and which, pto, p. 2.

No one likes a dog that/which bites.

restrictive = defining

No one likes a dog that bites.

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

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

---

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.

Team Charter

what, then, are the characteristics of highly effective groups?

trust among members

sense of group identity

sense of group efficacy

how?

create emotionally intelligent norms to build 'emotional capacity'

mantra

trust
identity
efficacy

awareness and regulation
(identify and control)

active and passive voices

both share three elements:

actor
action
object

the carpenter   hit   the nail

actor   action   object

the nail   was hit   by the carpenter

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 = to be + past participle

Last summer our house was painted by me. The job had taken about two weeks. First, I was washing the exterior using warm water and a mild detergent. Then we sealed all the chinks and pores in the walls with putty. After the putty had had a chance to dry, the exterior could be painted. A latex paint was used because it is easy to apply and cleans up with water. A whole week was needed to finish this part of the job. I was very careful to apply the paint evenly because I did not want to have to apply two coats. I used a color that was very close to the original color.

Last summer our house <u>was</u> painted by me. The job had taken about two weeks. First, I <u>was</u> washing the exterior using warm water and a mild detergent. Then we sealed all the chinks and pores in the walls with putty. After the putty had had a chance to dry, the exterior could <u>be</u> painted. A latex paint <u>was</u> used because it <u>is</u> easy to apply and cleans up with water. A whole week <u>was</u> needed to finish this part of the job. I <u>was</u> very careful to apply the paint evenly because I did not want to have to apply two coats. I used a color that <u>was</u> very close to the original color.

Last summer our house <u>was</u> <u>painted</u> (by me). The job had taken about two weeks. First, I <u>was</u> washing the exterior using warm water and a mild detergent. Then we sealed all the chinks and pores in the walls with putty. After the putty had had a chance to dry, the exterior could <u>be</u> <u>painted</u> (by me). A latex paint <u>was</u> <u>used</u> (by me) because it <u>is</u> easy to apply and cleans up with water. A whole week <u>was</u> <u>needed</u> (by me) to finish this part of the job. I <u>was</u> very careful to apply the paint evenly because I did not want to have to apply two coats. I used a color that <u>was</u> very close to the original color.

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.

now you do it on your memo punctilio

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 is more than one actor or the actor is unknown:

Over 120 contaminants have been dumped into the river.

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.

jh 11--good on
commonplaces

more on this next class

definition

chap 12

Gecko "Greed Speech" from *Wall Street*

redefines 'greed'

uses alternative values framework

works because solves audience's
moral ambivalence

business plan
(coursepack p. 37)

EQ

hilda