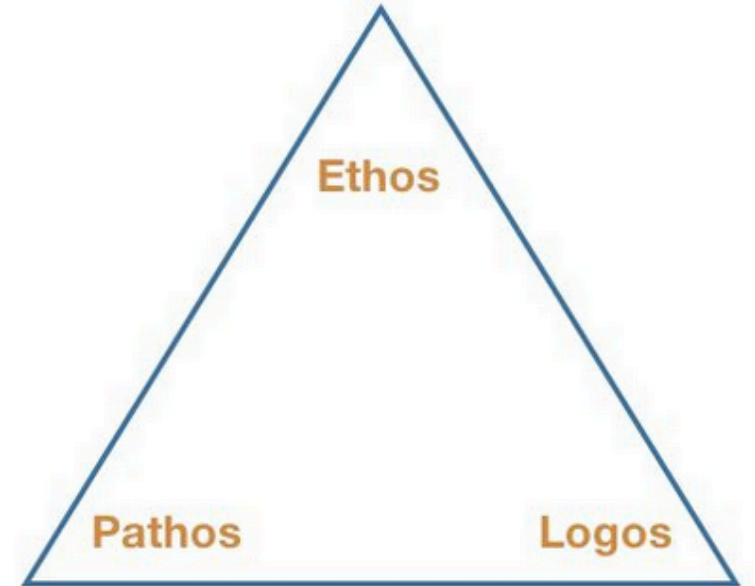# Structure
(and some leftover content)

Telling Stories with Data

November 29, 2017

Plan for today

Ethos and rhetoric, revisited

Structure → contrast

Mini project

Ethos and rhetoric, revisited

ETHICAL APPEAL
Garner respect through credibility and character

Ethos

EMOTIONAL APPEAL
Stir emotions and imagination of the audience

Pathos

Logos

LOGICAL APPEAL
Provide evidence through words, structure, and data

Donald J. Trump Retweeted

Jayda Fransen ✓ @JaydaBF · 12h

VIDEO: Islamist mob pushes teenage boy off roof and beats him to death!

This media may contain sensitive material. Learn more   View

💬 11K   ⟲ 11K   ♡ 17K

Donald J. Trump Retweeted

Jayda Fransen ✓ @JaydaBF · 10h

VIDEO: Muslim Destroys a Statue of Virgin Mary!

This media may contain sensitive material. Learn more   View

💬 7.6K   ⟲ 11K   ♡ 16K

Donald J. Trump Retweeted

Jayda Fransen ✓ @JaydaBF · 23h

VIDEO: Muslim migrant beats up Dutch boy on crutches!

This media may contain sensitive material. Learn more   View

💬 9.4K   ⟲ 12K   ♡ 17K

"Whether it's a real video, the threat is real. His goal is to promote strong border security and strong national security."

Adrian
Katy
Brigham
Jared

David
Robby
Erik
Michael

Elise
Tanner
Jill
Reed

Mahina
Tao
Stephen
Stacy

Principal Rhetorical and Literary Devices

1. **Alliteration**: repetition of the same letter at beginning of words or syllables:
Marcus me momordit.

2. **Anaphora**: the repetition of a word or phrase for emphasis:
non feram, non sinam, non patiar

3. **Anastrophe**: inversion of usual word order (e.g., preposit... governs):
te propter vivo (instead of the expected *propter te vivo*)

4. **Aposiopesis**: breaking off in the middle of a sentence :
quem ego . . . sed non possum pergere. ("Whom I . . . but I ca...

5. **Apostrophe**: addressing a person who is not present:
O maiores, quid diceretis de hac re? ("Oh ancestors, what wo... matter?")

6. **Asyndeton**: omission of conjunctions:
videt, sentit, scit.

7. **Chiasmus**: "a-b-b-a" arrangement of words:
magnas urbes oppida parva (adjective, noun, noun, adjective

8. **Ellipsis**: omission of words:
Dixit me inventum. ("He said I had been found." *esse* is miss...

A [edit]

- *Absurdity.* The exaggeration of a point beyond belief.
- *Accumulatio.* The emphasis or summary of previously made points or i...
- *Acutezza.* Wit or wordplay used in rhetoric.
- *Ad hominem.* Rebutting an argument by attacking the character, motive
- *Adjunction.* When a verb is placed at the beginning or the end of a sen... follows: 'Fades physical beauty with disease or age.' At the end, as follo...
- *Aesthetics.* The examination of symbolic expression to determine its rh...
- *Aetiologia.* Giving a cause or a reason.
- *Affectus.* A term used by the Italian Humanists of the Renaissance to d...
- *Agenda.* That which a persuader successfully makes salient and then s...
- *Alliteration.* The use of a series of two or more words beginning with th...
- *Alloisis.* The breaking down of a subject into its alternatives.
- *Ambigua.* An ambiguous statement used in making puns.
- *Amplificatio.* An all-purpose term for all the ways an argument can be e...
- *Amplification.* The act and the means of extending thoughts or stateme...
- *Anacoenosis.* A speaker asks his or her audience or opponents for thei...
- *Anacoluthon.* An abrupt change of syntax within a sentence. (What I w...
- *Anadiplosis.* Repeating the last word of one clause or phrase to begin t...
- *Analogy.* The use of a similar or parallel case or example to reason or a...
- *Anaphora.* From the Greek ἀναφέρω, "I repeat". A succession of sente...
- *Anastrophe.* Inversion of the natural word order.
- *Anecdote.* A brief narrative describing an interesting or amusing event.

LAST WORD, FIRST WORD

Difficulty

"English" Name

Imagery

Creating a logical linking between phrases by repeating the final word of one phrase as the first word of the next.

Description

" Fear leads to anger. Anger leads to hate. Hate leads to suffering, and that way lies the dark side, young Skywalker.

- Yoda, *Star Wars*

Example

Icon Category

Latin Name

ANADIPLOSIS

GREEN
Persuasion

ORANGE
Scaling

BLUE
Description

YELLOW
Memory

ETHOS
Belief/Ideals/Credibility

LOGOS
Consistency/Logic
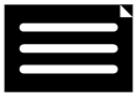
PATHOS
Emotions/Imagination

GREEN Persuasion	**ORANGE** Scaling

BLUE Description	**YELLOW** Memory

ETHOS Belief/Ideals/Credibility

LOGOS Consistency/Logic

PATHOS Emotions/Imagination

"With malice toward none, with charity for all, with firmness in the right as God gives us to see the right, let us strive on to finish the work we are in, to bind up the nation's wounds, to care for him who shall have borne the battle and for his widow and his orphan, to do all which may achieve and cherish a just and lasting peace among ourselves and with all nations."

GREEN Persuasion

ORANGE Scaling

BLUE Description

YELLOW Memory

ETHOS Belief/Ideals/Credibility

LOGOS Consistency/Logic

PATHOS Emotions/Imagination

Seeing the World Through the Other's Eye: An Online Intervention Reducing Ethnic Prejudice

GÁBOR SIMONOVITS   New York University
GÁBOR KÉZDI   University of Michigan
PÉTER KARDOS   Bloomfield College

We report the results of an intervention that targeted anti-Roma sentiment in Hungary using an online perspective-taking game. We evaluated the impact of this intervention using a randomized experiment in which a sample of young adults played this perspective-taking game, or an unrelated online game. Participation in the perspective-taking game markedly reduced prejudice, with an effect-size equivalent to half the difference between voters of the far-right and the center-right party. The effects persisted for at least a month, and, as a byproduct, the intervention also reduced antipathy toward refugees, another stigmatized group in Hungary, and decreased vote intentions for Hungary's overtly racist, far-right party by 10%. Our study offers a proof-of-concept for a general class of interventions that could be adapted to different settings and implemented at low costs.

Prejudice toward Roma ↓

Center right

Far right

Prejudice toward refugees ↓

Support for far right party ↓

Structure → contrast

(→ change)

Structural contrast

Organizational contrast

Rhetorical contrast

Presentational contrast

Organizational contrast

Create interest	Create contrast
Chronological	Problem−solution
Sequential	Compare−contrast
Spatial	Cause−effect
Climactic	Advantage−disadvantage
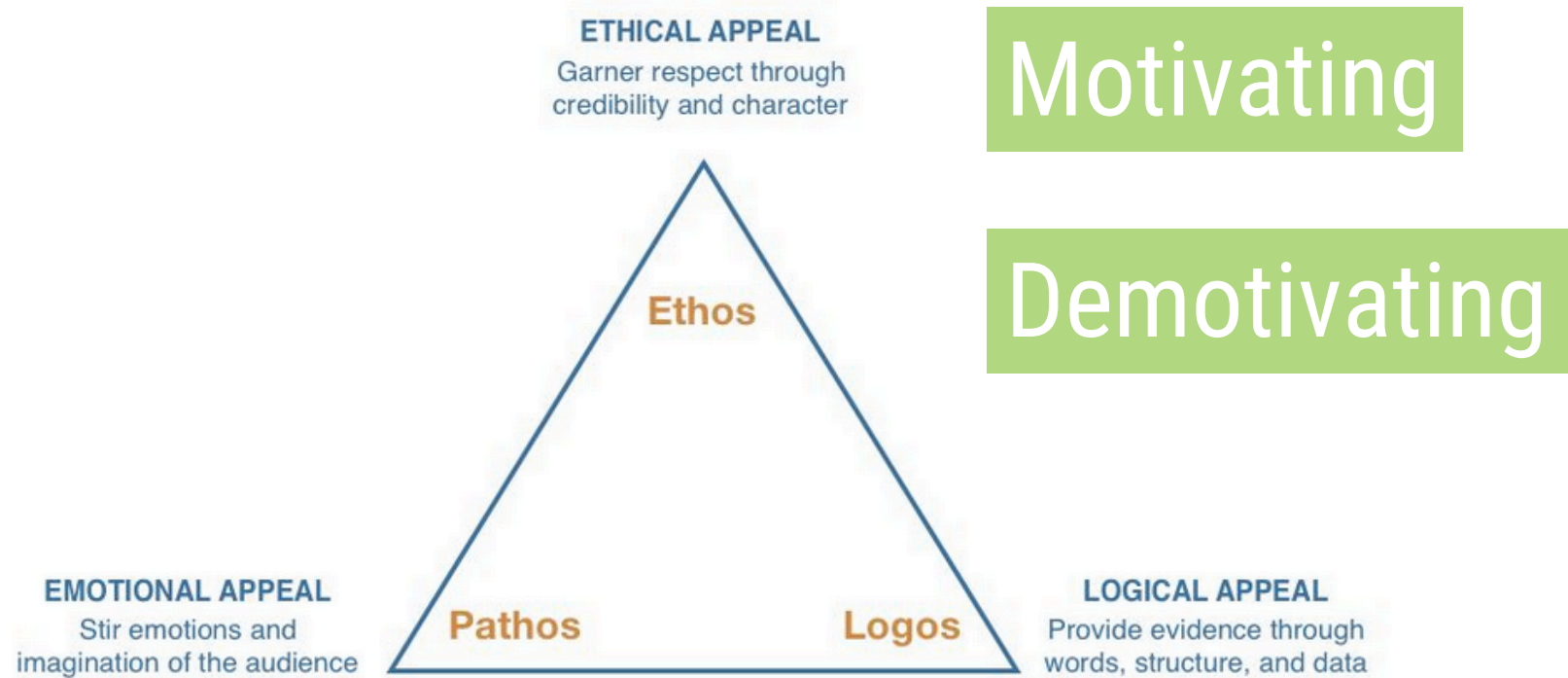
Rhetorical contrast

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Motivating

Demotivating

Presentational contrast

TRADITIONAL	NON-TRADITIONAL
Stage	
Be the main event	• Share the main event
Hide behind podium	• Be free to roam
Use stage as-is	• Use stage as a setting
Style	
Serious business tone	• Humor and enthusiasm
Confined expressiveness	• Large expressiveness
Monotone	• Vocal and pace variety
Visuals	
Read slides	• Minimize slides
Static images	• Moving images
Talk about your product	• Show them your product
Interaction	
Minimize disruptions	• Plan disruptions
Resist live feedback	• Embrace real-time feedback
Request silence	• Encourage exchanges

TRADITIONAL	NON-TRADITIONAL
Content	
Familiarity with features	• Wonderment and awe at features
Flawless knowledge	• Self-deprecating humanness
Long-winded rambles	• Memorable, headline-sized sound bites
Involvement	
One-way delivery	• Polling, shout-outs, game playing, writing, drawing, sharing, singing, and question-asking

Structure is greater than the sum of its parts

Mini project

Dickensian social safety net and mental health facilities |
Long-term workhouse inmates in England and Wales, 1861