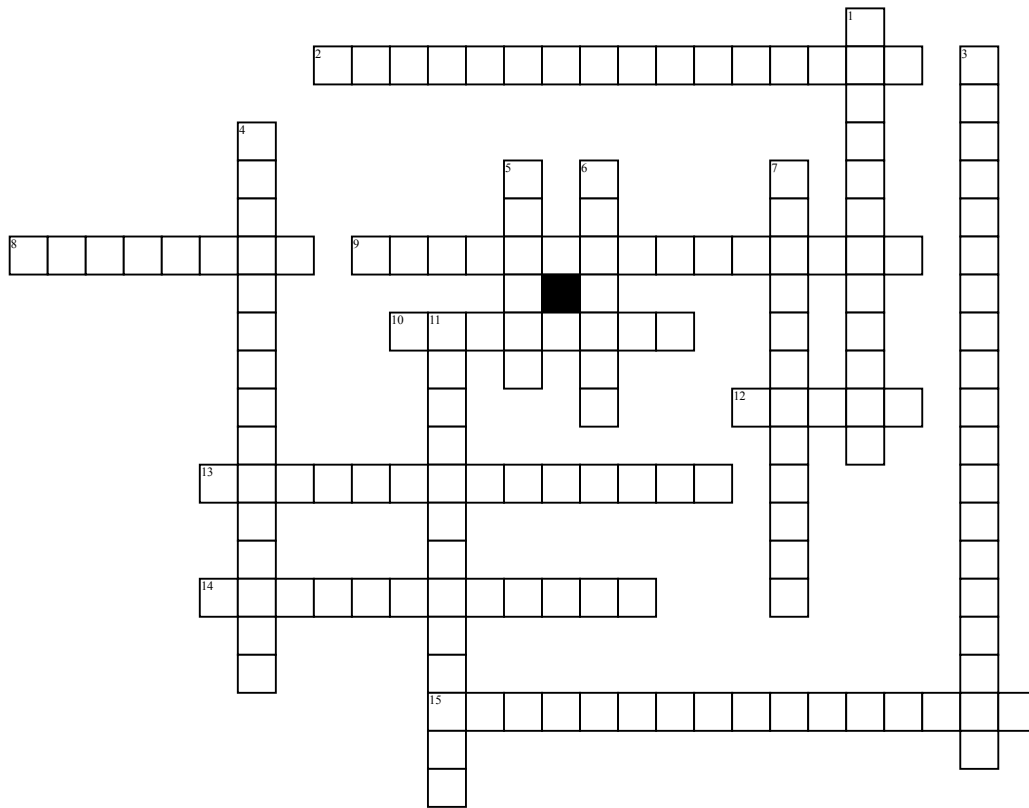


"Thank Your For Arguing" - Chapters 22, 23, & 24



Across

- 2. Purpose of recovering is to recover your reputation. To come out with a better, shinier, more trustworthy, and more likable image than you had before.
- 8. The sense that you're right here, right now
- 9. words that define you and your group and when said they can persuade you and your group
- 10. Once defined as the study of ideas, now defined as "shared beliefs"
- 12. saying one thing to outsiders with a meaning revealed only to your group

- 13. All chapters steer most towards _____ and _____. (Aristotle's 3)
- 14. Rhetoric #2 being used in Chapter 22.
- 15. surest way to commit an audience to an action is to get them to identify with it - to see the choice as one that helps define them as a group

Down

- 1. language that is unique to a specific group, don't use improperly so that you can easily reel such group in and keep them
- 3. You will find the perfect persuasive moment in a time of _____ or _____.

- 4. Step two of recovering from a screw up. Know your timing (kairos) deliver the news before others can so you can deliver it in your own terms, and then rapidly _____.
- 5. The art of seizing the perfect persuasive moment
- 6. Never address your screw-up with an _____.
- 7. Step one of recovering from a screw up. Don't get defensive and engage in earnest butt covering, don't dredge up an excuse.
- 11. Rhetoric #1 being used in Chapter 22.

Word Bank

- | | | | |
|--------------------|-----------------------|--------------------|-------------------|
| Code Grooming | uncertainty or change | ideology | ethos and pathos |
| kairos | apology | be first with news | Identity Strategy |
| Irony | Enargeia | Set Your Goals | Code Inoculation |
| Enhance your ethos | demonstrative | Deliberative | |