

SPEAK

rhetoric and action

connect, lead, distinguish

How do you change hearts and minds in the realm of public action?

A persuasive message has to perform three basic functions in order to succeed: connect emotionally with an audience, explain a position in a compelling manner, and draw a contrast with an opponent's position. **CAPA Fellow Matt Kohut** will provide a practitioner's view of how to analyze an issue and build an effective message that covers all three elements (connect, lead, and distinguish). He will also consider the uses of various rhetorical techniques, including basics like stories, images, and metaphors, as well as others such as questions, hypotheticals, the slippery slope, and "re-centering."

tues • 10.25.2011 • 7 pm

tishman lecture hall

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