

# Re: The Gist of Object Oriented Programming

**Source:** [http://coding.derkeiler.com/Archive/C\\_CPP/comp.lang.cpp/2004-04/4019.html](http://coding.derkeiler.com/Archive/C_CPP/comp.lang.cpp/2004-04/4019.html)

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> > *I would assume that they are reading that sentence because they intend  
> > to learn what object-oriented programming is. And the idea isn't to gain  
> > the reader's interest, it's to acquaint them with the concepts.*  
>  
> *I haven't assumed anything about the reader's motivation. Depending on  
> context, then, either of our approaches might be more appropriate.*

I have a business degree, and a computer science degree. In communication such as the one that I am describing, the method is AIDA: Attention, Interest, Desire, Action. Any mere elaboration of the ideas involved in OOP simply misses this point.