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The Art of the Promo

Introduction and Observations

As odd as it may sound, World Wrestling Entertainment (WWE) is actually very similar to soap operas. Both are scripted, both have fights, whether verbal, physical, or both, and both have drama – a REALLY lot of drama. Traditionally in soap operas, the most successful actors and actresses were those who were able to connect the most with the audience, elicit the most favorable reactions from them. In WWE, success works the same way, but instead of “actors” the wrestlers are called “Superstars,” and instead of “reaction” the word “pop” is used. Pops can be elicited through multiple avenues. For example, a Superstar could perform an incredible in-ring wrestling maneuver, thereby “wowing” the audience into giving a strongly positive pop. A Superstar could also anger the audience while delivering a “promo” (a monologue performed by a Superstar in order to increase audience interest in a given character or feud between one or more characters) in order to garner a strongly negative pop from them (known as “heat”).

Basically, everything a Superstar does is done in order to elicit some type of pop, and while some Superstars, like CM Punk, are known for their prowess at drawing large audience pops as a result of their promos, other Superstars, like Dave Batista, are not.

So what exactly makes a great promo artist? To find an answer to this question, I performed linguistic analyses of two promos: one delivered by CM Punk, and one delivered by Dave Batista. By identifying the linguistic *differences* between these two promos, I hoped to discover what elements of Punk’s promos are unique to him, and are thereby what (theoretically) make him stand out among all other WWE Superstars in terms of success at eliciting pops as a result of promos. Linguistic similarities between the two promos were viewed as irrelevant to my investigation because linguistic strategies that both Punk and Batista *share* are definitionally not unique to Punk, and therefore cannot distinguish Punk as a great promo artist.

Put more simply, I carried out a linguistic investigation into the following hypothesis:

There are linguistic elements unique to CM Punk’s promos that enable him to elicit more audience pops as a result of his promos than do most other WWE Superstars.

The Linguistic Data and Analysis: Controls

I controlled for many different variables in my investigation, each listed below:

1. Both Punk and Batista are males.
2. Both Punk and Batista “cut” (deliver) their promos against John Cena (another Superstar).
3. Both Punk and Batista deliver their promos from the stage, while Cena stands in the ring.
4. Both Punk and Batista enter the arena after Cena has already started “cutting” his own promo on each of them.
5. Both Punk and Batista have four distinct parts of their promos (see Appendices 1 and 2).
6. Both Punk and Batista have total speaking times within one minute one each other (see Appendix 3).
7. Both Punk and Batista are “heels” (villains) in WWE.
8. Both promos have the theme of “settling a score” with Cena.

By controlling for the above variables, I tried to eliminate the problem of different wrestlers using different linguistic strategies when delivering different types of promos. For example, if I had analyzed Punk delivering a promo while in the ring vs. Batista delivering a promo while outside the ring, and had come to the conclusion that some aspect of Punk’s promo was unique, I could not be sure that this aspect was actually unique to Punk’s promo, or rather just unique to “delivering a promo in-ring.” That is, maybe if Batista were delivering his promo while in the ring he would have also used the same linguistic technique as Punk used. Therefore, controlling for the above variables allows me to be confident that the unique linguistic elements I identified in Punk’s promo are truly unique to *his* promo, and not just unique to a particular setting, theme, etc.

So again, exactly how do we answer the question of what makes a great promo artist? Well, at least linguistically, it is the following:

The Linguistic Data and Analysis: Syntax

Syntax is the linguistic study of the structure of phrases and sentences, and on a syntactic level, the promos of Punk and Batista are quite different.

Dividing each promo into four parts (see Appendices 1 and 2), we see that Punk uses John Cena more as the subject of his promo's sentences early on, and uses himself more as the subject of his promo's sentences later in his promos, while Batista does almost the opposite, as is shown in the following data, where **blue lettering** indicates which wrestler is more frequently the subject of the sentences in each part of the two promos.

Punk's Promo:

Part 1:
52% of sentences have **Cena** as its subject.
22% of sentences have Punk as its subject.

Part 2:
38% of sentences have **Cena** as its subject.
8% of sentences have Punk as its subject.

Part 3:
27% of sentences have **Cena** as its subject.
27% of sentences have **Punk** as its subject.

Part 4:
20% of sentences have Cena as its subject.
40% of sentences have **Punk** as its subject.

Batista's Promo

Part 1:
25% of sentences have **Cena** as its subject.
25% of sentences have **Batista** as its subject.

Part 2:
21% of sentences have Cena as its subject.
36% of sentences have **Batista** as its subject.

Part 3:
15% of sentences have Cena as its subject.
77% of sentences have **Batista** as its subject.

Part 4:
65% of sentences have **Cena** as its subject.
18% of sentences have Batista as its subject.

Breaking this data down a little more simply (shown line-by-line in Appendices 4 and 5), we see that for Punk, the subject of his sentences per part of promo go:

Cena heavy,
Cena heavy,
Punk and Cena equally,
Punk heavy,

while the subject of Batista's sentences per part of promo go:

Batista and Cena equally,
Batista heavy,
Batista heavy,
Cena heavy.

Therefore, possibly one of the attributes that make Punk such a successful promo artist, eliciting more pops than most do other Superstars, is that he uses his opponent more than himself as the subject of his sentences at the beginning of his promos, and uses himself more than his opponent as the subject of his sentences at the end of his promos.

The Linguistic Data and Analysis: Pragmatics

Pragmatics is the linguistic study of how speakers write and use language to communicate, and just like they do syntactically, the promos of Punk and Batista differ pragmatically.

One of biggest aspects of pragmatics is *rhetorical structure*, which broadly refers to the way in which paragraphs are structured. While Punk, in his promo, maintains a rhetorical structure in which the audience is mentioned immediately, in literally the first sentence of his promo:

“Wow [everybody](#) it’s John Cena!”

and is then referenced throughout the rest of his promo as well (see Appendix 6), Batista waits for 228 seconds (over three and a half minutes) after beginning to promo to reference the audience:

“One, is to beat the hell outta you at WrestleMania and prove to [all of these people everywhere around the world](#) that I am better than you.”

and then, like Punk, does continue to refer to the audience throughout the rest of his promo too (see Appendix 7).

Every given promo’s success depends upon how much of a pop it garners from the audience. Since audience interest in a promo is necessary to elicit a pop (as someone will not react to something in which they are not interested), great promo artists must have some way to make sure the audience stays interested in what they are saying.

Therefore, I contend that another one of the attributes that make Punk such a successful promo artist is that he directly references the audience early on in his promos and continues to reference the audience throughout the rest of his promos. This allows Punk to grab the audience’s attention early on, keep their attention throughout his promo, and thus increase the probability of eliciting a large pop.

The Linguistic Data and Analysis: Semantics and Pragmatics – Part 1

Stated very simply, while pragmatics refers to the linguistic study of the meaning of the words as intended by the speaker (taking into account the context of the situation), semantics refers to the linguistic study of the literal meaning of words.

Ray Birdwhistell, in 1952, was the first to propose field of “kinesics,” which is predicated on the idea that non-verbal movements can be used alone or in combination with other non-verbal movements to portray meaning. Based upon this idea of the kinesics, we can make a semantic and pragmatic argument that Punk uses non-verbal language much more effectively than does Batista in his promos to elicit audience pops.

The argument is as follows:

While Punk is delivering his promo, he is walking around the stage, many times looking directly at the audience for a total of 107 seconds, or 32% of his promo.

While Batista is delivering his promo, he is walking around the stage, many times looking directly at the audience, for a total of 54 seconds, or 14% of his promo.

In Psychology, the principal of *habituation* states that as a human (or animal) becomes more accustomed to a given stimulus, that human will habituate to (pay less attention to) the stimulus.

Therefore, we can recognize “movement along the stage” and “looking at the audience” as two stimuli to diminish audience habituation to a given promo, and likewise recognize “movement along the stage” and “looking at the audience” as non-verbal cues meaning “pay attention audience!” to which the audience adheres.

Thus, we see that yet another one of the possible attributes that make Punk such a successful promo artist is that he makes sure to dishabituate the audience with more frequency than do other promo artists, non-verbally communicating to them to “pay attention,” thereby sustaining their attention for a longer period of time than do other promo artists, again increasing the probability of eliciting a large pop.

The Linguistic Data and Analysis: Semantics and Pragmatics – Part 2

As a final way to compare the promos of Punk and Batista in order to determine what linguistic elements make Punk's promos so special, we can examine the effects of the general ideas communicated by each promo on the quality of the promo.

Paraphrased part-by-part, Punk's promo goes something like the following:

Part 1 – Everybody loves John Cena and thinks he is a great guy. But in reality, he is not a good guy; he is actually a very bad guy.

Part 2 – Moreover, Cena is a hypocrite.

Part 3 – Thus, Punk is going to show everyone the real Cena, and all the fans, deep down, already know Cena is a bad guy too.

Part 4 – So the show is going to be run Punk's way, and Cena is in for a big surprise.

Even more broadly:

Punk basically claims that while all the fans think Cena is a great guy, he is really not, the audience knows he is not deep down (but will not acknowledge this fact), and Punk is going to reveal Cena's true, bad self in an even clearer way later in the show.

On the other hand, Batista takes a very different approach with his promo. Paraphrased part-by-part, Batista's promo goes something like the following:

Part 1 – Batista would hurt Cena, but security is going to prevent him from doing so.

Part 2 - Batista hurt Cena last week because he wants to face Cena at a future match. Batista recognizes that he and Cena have similarities, but also recognizes that he and Cena are really different because Cena is the face of the company and Batista is not. Also, Batista will show everyone that he is better than Cena by beating Cena in a fight.

Part 3 – Batista does not care at all about what the audience thinks.

Part 4 – All Cena does is connect with the audience, but Batista does not care because he believes he can beat Cena in a fight.

Even more broadly:

Batista does not care about anything or anyone except beating Cena in a match, which he is confident he will do.

Moreover:

Punk, in his promo, challenges the audience, putting them on the defensive; Punk insults the audience:

“And then you came back the next week, *showing all these people, who aren't intelligent enough to see through your facade*, when I've known all along that your word is absolutely worthless.”

Punk challenges the status quo, claiming that he knows the truth while everyone else is living a lie:

“You get all of these people to believe that you're that friendly, smiling, everyday man when I know the truth.”

“I'm just letting you know that finally somebody's standing up to your ruthless, barbaric ways. Your phony hustle, loyalty, and respect isn't gonna cut it anymore okay? I know the real you.”

Punk even accuses the audience of being insincere in their beliefs, of openly believing Cena is good guy, while secretly harboring the knowledge that Cena is actually a villain:

“You [the fans] know I'm right.”

Meanwhile:

Batista, in his promo, does not challenge the audience at all, rather acknowledging the status quo, that the audience and Cena do have a mutually supportive relationship:

“You can get all these people excited. I mean that's what you do...”

Batista then proceeds to state that even though he knows the audience loves Cena, he does not care what the audience (or anyone for that matter) thinks:

“I don't care about them [the audience]. I am here to make money. I am here to win titles. I do not care about these people. I don't care if they cheer me. I don't care if they boo me. I am not here for them.”

While Batista leads the audience to disengage from his promo because they feel ignored, Punk does the exact opposite, specifically attacking the audience with his words and thereby engaging them. Punk puts the audience on the defensive; he makes them actively hate him for insulting them, for calling them insincere. The audience, due to Punk's words, feels like they need to defeat Punk, and thus they pop in a large way, paying close

attention to Punk's promo, looking for opportunities to "boo" him, opportunities to chant, "You suck!" (see Appendix 8).

Thus, we recognize that Punk's active challenging of the character of the audience in his promos, thereby drawing large audience pops, is potentially an additional attribute of Punk's promos that makes Punk such a successful promo artist.

Summary of Findings

From the above data and analysis, it seems that there are at least four possible linguistic features unique to CM Punk's promos that enable him to elicit more audience pops as a result of his promos than do most other WWE Superstars:

- 1. Punk uses his opponent more than himself as the subject of his sentences at the beginning of his promos, and uses himself more than his opponent as the subject of his sentences at the end of his promos.**
- 2. Punk directly references the audience early on in his promos, thereby grabbing their attention, and continues referencing the audience throughout the rest of his promos, thus keeping their attention and thereby increasing the probability of eliciting a large pop from them.**
- 3. Punk makes sure to dishabituate the audience relatively frequently, non-verbally communicating to them to "pay attention," thereby sustaining their attention for a longer period of time than do other Superstars, and again increasing the probability of eliciting a large pop from them.**
- 4. Punk actively challenges the character of the audience in his promos, leading to a heightened audience engagement and large pops.**

Some Final Thoughts (Possible Application of Findings to Other Fields)

Put simply, “cutting a promo” in WWE is no more than one person explaining why he/she is better than another person. Based upon this definition, the act of “promo cutting” therefore occurs constantly in society, whether during Presidential debates, during Supreme Court arguments, or even between two young children arguing over whom should be allowed to play with a given toy first. As such, even though this report is not meant to fully investigate whether the findings above can be applied outside of WWE, I will offer three predictions as to how we may see these findings applying in the world outside of WWE.

First, let us examine the case of political campaign attack advertisements, which appear to utilize a very similar syntactic structure with respect to sentence subjects as does CM Punk in his promos.

An analyzed transcript of “Newspapers,” a political attack advertisement sponsored by Tom Wolf for Governor, looks like the following:

Key:

- If subject = Tom Corbett (the opponent of Tom Wolf) → Sentence highlighted in red
- If subject = Tom Wolf → Sentence highlighted in yellow
- If subject = Other → Sentence is not highlighted

Transcript (by Jared Fenton):

Newspapers speak out:

Tom Corbett has been something of a disaster.

Tom Corbett cut spending on education by a billion dollars.

It’s time for a change.

Elect Tom Wolf and you’ll get the type of governor we haven’t seen for a while.

One who looks out for average hard-working Pennsylvanians.

It’s Wolf who has solid ideas for brining new business and for boosting the economy.

Tom Wolf for governor.

A fresh start for Pennsylvania.

NOTE: Video at: http://www.youtube.com/watch?v=kZE4PPIIG_A

In the same way that Punk uses his opponent more than himself as the subject of his sentences at the beginning of his promos, and uses himself more than his opponent as the subject of his sentences at the end of his promos, Tom Wolf uses his opponent as the subject of sentences at the beginning of his political attack advertisements, and uses

himself more than his opponent as the subject of his sentences at the end of his political attack advertisements.

Further, in the same way it appears that this linguistic strategy of Punk's is successful in enhancing Punk's popularity as a wrestler, and more specifically as a promo artist, Wolf's use of the same strategy seems to have enhanced his popularity as a political candidate, due to the fact that he won the election.

One caveat to this analysis that should be mentioned is that Tom Corbett may very well have also used the same linguistic strategy as Punk in his political attack advertisements against Tom Wolf, and Tom Corbett lost the election. If it is in fact the case that Tom Corbett used the same strategy in his attack advertisements as did Punk in his promos (as is difficult to prove since Tom Corbett for Governor appears to have taken all its campaign videos off of YouTube since Corbett lost the election), the fact that yet another gubernatorial candidate used the same linguistic strategy as did Punk does not diminish the above analysis that Punk's strategy is quite effective in the field of political attack advertisements, but rather strengthens it. This is because generally, huge amounts of research go into how to craft an effective attack advertisement, and if Wolf's team and Corbett's team both landed upon Punk's linguistic strategy as best for political attack advertisements, the strategy is most likely a really good one. Therefore, I would contend that it was most likely other factors (such as educational policy, party affiliation, success in televised debates, etc.) that led Corbett to lose to Wolf, not the linguistic structure of the political attack advertisements.

Second, when examining motivational speeches, it becomes very clear that motivational speakers, like Punk, heavily rely on non-verbal communication skills to continuously dishabituate the audience, enabling these motivational speakers (and Punk) to sustain the audience's attention for long periods of time, thereby increasing the efficacy of their speeches (or in Punk's case, the efficacy of his promos). If you watch the videos at the following links, you will notice how these very famous motivational speakers are constantly moving from one end of the stage to the other (and also performing other non-verbal actions), just like Punk, thereby dishabituating the audience attention and as a result sustaining their attention.

- <http://www.youtube.com/watch?v=YflagIfVVec>
- <http://www.youtube.com/watch?v=QzyhwWwxB0s>
- <http://www.youtube.com/watch?v=KIUMrzwmbyo>

Third, many of Punk's linguistic strategies appear in the work of Marcus Tullius Cicero, one of, if not the most famous orator of all time. Cicero's most famous oration is the "Catilinian Orations", in which Cicero, as the lawyer for the Roman senate (of which he is also a part), presents a case to the senate in opposition of Catiline, an accused conspirator against them. In just the first chapter of these orations Cicero uses many of the same linguistic strategies Punk uses in his promos.

More specifically, at the beginning of his oration, Cicero tends to use his and the senate's opponent (Catiline) more than he uses himself and the senate as the subject of his sentences. Second, at the end of his oration Cicero tends to use himself and the senate more than he does his opponent (Catiline) as the subject of his sentences. Moreover, Cicero immediately refers to the audience (the senate) at the beginning of his oration in order to grab their attention, and then continues to refer to them throughout the rest of his oration in order to keep their attention.

Evidence of Cicero's use of these linguistic techniques in the first chapter of his oration is outlined below:

Key:

- If subject = Catiline (including pronouns that refer to Catiline) → Sentence highlighted in **red**
- If subject = Cicero and/or the senate (including pronouns that refer to Cicero and/or the senate) → Sentence highlighted in **yellow**
 - NOTE: "The senate" is included here along with Cicero because Cicero is representing the senate as both a member and their lawyer. So, like in the same analysis as applied to WWE with first, the opponents of Cena and Punk, and second, the opponents of Cena and Batista (see Appendices 4 and 5), the opponents in this circumstance are Catiline and Cicero along with the Roman senate.
- If subject = Other → Sentence is not highlighted
- References to the audience are written in **blue letting**

[The beginning of the first chapter of Cicero's oration]

When, O Catiline, do you mean to cease abusing our patience?

How long is that madness of yours still to mock us?

When is there to be an end of that unbridled audacity of yours, swaggering about as it does now?

Do not the nightly guards placed on the Palatine Hill—

do not the watches posted throughout the city—

does not the alarm of the people, and the union of all good men—

does not the precaution taken of assembling the senate in this most defensible place—

do not the looks and countenances of **this venerable body here present**, have any effect upon you?

Do you not feel that your plans are detected?

Do you not see that your conspiracy is already arrested and rendered powerless by the knowledge which every one here possesses of it?

What is there that you did last night, what the night before—

where is it that you were—

who was there that you summoned to meet you—

what design was there which was adopted by you, with which you think that **any one of us** is unacquainted?

[The end of the first chapter of Cicero's oration]

What?

Did not that most illustrious man, Publius Scipio, the Pontifex Maximus, in his capacity of a private citizen, put to death Tiberius Gracchus, though but slightly undermining the constitution?

And shall **we, who are the consuls**, tolerate Catiline, openly desirous to destroy the whole world with fire and slaughter?

For I pass over older instances, such as how Caius Servilius Ahala with his own hand slew Spurius Maelius when plotting a revolution in the state.

There was—there was once such virtue in this republic, that brave men would repress mischievous citizens with severer chastisement than the most bitter enemy.

For **we** have a resolution of the senate, a formidable and authoritative decree against you, O Catiline; the wisdom of the republic is not at fault, nor the dignity of **this senatorial body**.

We, we alone,—

I say it openly, —

we, the consuls, are waiting in our duty.

NOTE: Translation from:

<http://www.perseus.tufts.edu/hopper/text?doc=Perseus:text:1999.02.0019:text=Catil.:speech=1:chapter=1>

As such, we therefore find that linguistic strategies used in WWE to achieve success in promos most certainly apply to *at least* three fields outside of WWE, notably those of political attack advertising, motivational speaking, and legal oration.

Appendix 1 – Complete Transcript of CM Punk’s Promo with John Cena

Cena: It seems that last week’s excitement has carried over to tonight.

(Long pause)

Cena: You guys ever notice that every time somebody comes down that ramp for Monday night Raw they just get a microphone and talk about what happened last week? You know what? I, (stutter) I am going to do the exact same thing cause I’m a little upset about what happened last week. Last week was great. Started off just like tonight. You guys are excited. Some of you are happy to see me, some of you a little indifferent. Lotta energy in the room. We were fresh off the heels of TLC. Vicky Guerrero came out. There was the whole impromptu roast of Vicky Guerrero. It was a party. But, alas, every party has its pooper. And right after a match with Dolph Ziggler, this happened.

(Video segment)

Cena: Consider the party officially pooped on. I brought this on myself. I know, I know why they cheer. Because I did bring this upon myself. For those of you who don’t know, in my relentless pursuit of the Nexus I, I admit, I accidentally spilled CM Punk’s diet soda. I know. Seriously, it was an accident. I set the guy back seventy-five cents, a dollar twenty-five in some of the vending machines. I apologize and I also understand that I was so out of line in spilling his diet soda from the RAW commentary table that I understand why he came down and met me on smack down to do this.

(Video segment)

Cena: All cavalry free frustration aside, do you guys have any idea how much energy it took to lift Vicky Guerrero that high? CM Punk I cannot replace that famous diet soda. But I can allow you a chance to air your grievances. Let’s bring out CM Punk, allow him to be heard. Pause. Oh there he is!

[This marks the beginning of “Part 1” of CM Punk’s promo:](#)

Punk: Wow everybody it’s John Cena! He comes out here every Monday night. He’s excitable. He throws his hat at somebody. Everybody loves it. I am so impressed at how you do that. You get all of these people to believe that you’re that friendly, smiling everyday man when I know the truth. The truth John Cena is you’re thoughtless, you’re heartless, and above all else you are dishonest. I’m sure there’s millions of people worldwide including yourself that’d love to believe that this is about a spilled diet soda, but John this goes way beyond my spilled diet soda. Yeah. - You suck chants - John you were fired from the WWE. You were gone. You gave a very tear-inducing speech in the middle of the ring about how you were finally going to see your mom and hang out with your little brother and you said you were gonna go away. You were gonna be the man of your word. But what happened? You came back later that night! And then you came back the next week, and then you came back the next week. Showing all these people, who

Appendix 1 – Complete Transcript of CM Punk’s Promo with John Cena

aren’t intelligent enough to see through your facade, when I’ve known all along that your word is absolutely worthless. And then there’s TLC. You have the mean beat. Wade Barrett. A very tough individual and you have him beaten in a chairs match. But that’s not good enough for you. You don’t take the high ground, you can’t ride off into the sunset with your victory. You drag the man off to the side of the stage and you drop 15 steel chairs on him and I wanna know exactly why you think that’s acceptable behavior. I wanna know why you think it’s okay to show up the next night on RAW and humiliate the poor guy.

This marks the end of “Part 1” of CM Punk’s promo.

Cena (interrupting): That is balderdash! 15 steel chair. That’s insane! It was, 23 steel chairs! And in case you forgot, Wade Barrett and the Nexus gave me about 5,000 beatdowns, made me their personal slave, and ended my career.

This marks the beginning of “Part 2” of CM Punk’s promo:

Punk: Oooooohhh. You wanna talk about ended careers you hypocrite? This is exactly what I’m talking about. You ended the career of my good friend Dave Batista. John, John, look at me when I’m talking to you. This is a reoccurring pattern with you. Once again you have the man beaten. Last man standing. He verbally submits - how humiliating - the match is won, but no. You AA him off a car through the very steel ramp that I’m sitting on, which facilitated the end of his career. Now we talk about Vicky Guerrero. You know I’m surprised the lovely Vicky Guerrero doesn’t up and quit based on all the abuse you heaped on her. It’s not just the physical things to the Wade Barretts and the Dave Batistas, but it’s the name calling, it’s the mental abuse to someone who is as gorgeous and beautiful as Vicky Guerrero.

This marks the end of “Part 2” of CM Punk’s promo.

Cena (interrupting): It’s the this, it’s the that. Okay CM Punk is gonna play Mr. Finger Pointer. Well, one, Dave Batista broke my neck. Two, he showed up on RAW the next night and quit on his own terms. And C, I didn’t just single out Vicky Guerrero. In case you haven’t been watching for the past 8 years, I talk about everybody. Uhhhh, Michael Cole. Michael Cole has an anonymous fetish with Justin Beiber, and has the word The Miz manscaped right below his belly button. Me, look at me. I look like the crazy sex child of the incredible hulk and grimace, and then there’s you.

This marks the beginning of “Part 3” of CM Punk’s promo:

Punk (interrupting): Yeah and then there’s me, who happens to not be laughing. I don’t know if you notice that you’re not funny. This is all gonna stop. No! (Pointing to fans). You know I’m right. John, you know I’m right. You will change. I will facilitate that change. This is all gonna stop. John, John look at me. The first two attacks, those were

Appendix 1 – Complete Transcript of CM Punk’s Promo with John Cena

warning shots. I’m just letting you know that finally somebody’s standing up to your ruthless, barbaric ways. Your phony hustle, loyalty, and respect isn’t gonna cut it anymore okay? I know the real you. Pause. And it’s gonna stop. Long pause.

This marks the end of “Part 3” of CM Punk’s promo.

- Cena chants -

Cena: Doesn’t sound like anything’s stoppin anytime soon. You see, you’re out there and you’re talkin a really really big game with your theories and I’m this and I’m that. The brilliant thing about WWE is, we don’t have to sit through the people’s court, we don’t have to shake hands with Judge Joe Brown. If two people have a difference of opinion

Punk (interrupting): That’s right

Cena: they have a beautiful place to settle the issue

Punk (interrupting): we do, we do right there

Cena: right here in front of the entire WWE universe! So, are you gonna sit up there and talk all night or do you wanna come down here and dance we can get this over with?

This marks the beginning of “Part 4” of CM Punk’s promo:

Punk: Oh we can do this live Monday Night RAW right here in Albany right? Thank you for being oh so predicable John Cena. See this isn’t the John Cena show tonight this is the CM Punk show. And this is not happening on your terms this is happening on my terms. So sometime tonight it’ll be me standing in this ring calling you out. I’m gonna call you out. John I want you to know the last two weeks, those attacks with the steel chair. If you think that was shocking, if you were surprised. I’ve got a real eye-opener for you later tonight. The real surprise happens later tonight. And I promise you John, tonight you’ll never forget. Pause. But you were right at the top of the hour. This is Monday Night RAW. This is about fun! So on behalf of myself, CM Punk, to you and yours John Cena, I would like to wish you and all of your fans watching all over the world a very, very happy new year!

This marks the end of “Part 4” of CM Punk’s promo.

http://www.youtube.com/watch?v=oe0q1F-1_Dc

NOTE: Transcribed by Jared Fenton.

Appendix 2 – Complete Transcript of Dave Batista’s Promo with John Cena

Cena: Oh no wait wait hold on. Am I seein things? Batista the big, bad animal now rolls with security?

This marks the beginning of “Part 1” of Batista’s promo:

Batista: No, they’re not here to protect me. They’re here to protect you. See I don’t have a problem with coming down there and hurting you again, but these men are gonna make sure that doesn’t happen. So feel free to thank me at any time.

This marks the end of “Part 1” of Batista’s promo.

Cena: Well I’d like to thank ya right now. Why don’t ya come on down here so I can thank you right here in this ring? Or, just stand up there behind your security like a 6 foot 6, 300 pound pansy.

(Long pause)

This marks the beginning of “Part 2” of Batista’s promo:

Batista: You’re funny. You’re a funny guy. You amuse me. Hahaha. I’m gonna answer your question. You wanna know why I did what I did last week? It’s real simple. Because I want to face you at wrestle mania. So I lost. You get what you want. I get what I want. Everybody’s happier. And you’re right. We did start out in the WWE together. I mean, our rise to the top, practically identical. Even though I’m proud to say that you and I couldn’t be any more different. I think it’s safe to say that you and I are the two biggest starts since the attitude era. We both won championships at WrestleMania 31 and never looked back. But for some, insane reason, this company has decided to label YOU as the man. John Cena, the name and face of the WWE. Championships. Magazine covers. Commercials. Movies. Somehow the torch was passed from Stone Cold Steve Austin to you. When it should’ve been me. I should be the name and face of the WWE. I’m the biggest star in this company. So I did what I did last week to you - Cena chants - So I did what I did last week for two reasons. One, is to beat the hell outta you at WrestleMania and prove to all of these people everywhere around the world that I am better than you. The second reason is plain and simple. I just can’t stand you.

This marks the end of “Part 2” of Batista’s promo:

Cena: That’s what this is about? That’s all that this is about. Some, some fictional torch that, that very, very few people talk about and nobody’s ever even seen? You gotta focus up cause I want to be WWE champion and I will take that title from you at WrestleMania. Imma tell you something very real and I want you to listen. Things did work out different for the both of us. You wanna know why? I work my butt off for this company. I’m the first one to show up. I’m the last one to leave. You? You’re so cool you can’t even show up on time. Every single person in the WWE universe

Appendix 2 – Complete Transcript of Dave Batista’s Promo with John Cena

knows I have given my freakin life for this business, and you stand up there expecting the business to be given to you. Dave, you’re all about yourself. You need to look in the mirror. You’re selfish. Ya always have been. Ya always will be. That’s real talk.

This marks the beginning of “Part 3” of Batista’s promo:

Batista: You know what? I have to say that I actually agree with you. I don’t care about them. I am here to make money. I am here to win titles. I do not care about these people. I don’t care if they cheer me. I don’t care if they boo me. I am not here for them. So you go ahead. You keep kissin babies and huggin fat girls, and imma be in a gym somewhere trainin and thinking about beatin the hell out of you at WrestleMania. I mean it’s a fact that every time you and I are in the ring together, bad things happen - to you - I mean it wasn’t too long ago that I broke your neck.

This marks the end of “Part 3” of Batista’s promo.

Cena: You wanna know what I think!!!

This marks the beginning of “Part 4” of Batista’s promo:

Batista: (Yelling) I, I don’t wanna know what you think!! I don’t care what you think!! What you think is irrelevant. So you can go ahead, you can say anything you want, you can get all these people excited. I mean that’s what you do, all you do, bark bark bark. That what you do. That’s not what I do! You know firsthand what I do, what I’m good at. So you know what, go ahead. Let’s hear one of your fancy catchphrases. Say something inspiring John. We wanna hear it. The whole WWE universe wants to hear what John Cena has to say.

This marks the end of “Part 4” of Batista’s promo.

<http://www.youtube.com/watch?v=sJQjrkkWwV4>

NOTE: Transcribed by Jared Fenton.

Appendix 3 – Total Speaking Times for CM Punk and Dave Batista in Their Respective Promos

CM Punk: 336 seconds of total speaking time.

Dave Batista: 375 seconds of total speaking time.

Appendix 4 – A Breakdown of Who is the Subject in Each Line of CM Punk’s Promo

Key:

- If subject = John Cena (including pronouns that refer to John Cena) → Sentence highlighted in red
- If subject = CM Punk (including pronouns that refer to CM Punk) → Sentence highlighted in yellow
- If subject = Both John Cena and CM Punk (excluding use of the word “we”) → Sentence highlighted in green
- If subject = Other (including pronouns referring to any noun except John Cena or CM Punk) → Sentence is not highlighted

Additional note:

- Regardless of the number of times a given Superstar is the subject of a single sentence, a maximum of one “subject of sentence point” can be awarded per sentence.

For example, let us take the following two sentences:

- 1). Cena fell to the mat and he injured himself.
- 2). After, the doctor examined Cena.

Even though Cena is the subject of the first sentence twice, since a maximum of one “subject of sentence point” can be awarded per sentence, “Cena” is awarded one “subject of sentence point” for being the subject of the first sentence, and “the doctor” is awarded one “subject of sentence point” for being the subject of the second sentence. As a result, it holds true that 50% of the above sentences contain “Cena” as their subject, and 50% of the above sentences contain “the doctor” as their subject.

Like in the above example, the percentages shown on “page three” have also been calculated based using this “maximum of one subject of sentence point per sentence” rule.

Part 1:

Wow everybody it’s John Cena!

He comes out here every Monday night.

He’s excitable.

He throws his hat at somebody.

Everybody loves it.

I am so impressed at how you do that.

You get all of these people to believe that you’re that friendly, smiling, everyday man when I know the truth.

The truth John Cena is you’re thoughtless, you’re heartless, and above all else you are dishonest.

Appendix 4 – A Breakdown of Who is the Subject in Each Line of CM Punk’s Promo

I’m sure there’s millions of people worldwide including yourself that’d love to believe that this is about a spilled diet soda.

But John this goes way beyond my spilled diet soda.

Yeah.

- You suck chants –

John you were fired from the WWE.

You were gone.

You gave a very tear-inducing speech in the middle of the ring about how you were finally going to see your mom and hang out with your little brother and you said you were gonna go away.

You were gonna be the man of your word.

But what happened?

You came back later that night!

And then you came back the next week.

And then you came back the next week, showing all these people, who aren’t intelligent enough to see through your facade, when I’ve known all along that your word is absolutely worthless.

And then there’s TLC.

You have the mean beat.

Wade Barrett.

A very tough individual and you have him beaten in a chairs match.

But that’s not good enough for you.

You don’t take the high ground, you can’t ride off into the sunset with your victory.

You drag the man off to the side of the stage and you drop 15 steel chairs on him and I wanna know exactly why you think that’s acceptable behavior.

I wanna know why you think it’s okay to show up the next night on RAW and humiliate the poor guy.

27 sentences – 14 Cena – 6 Punk

52% Cena, 22% Punk

Part 2:

Ooooohhh.

You wanna talk about ended careers you hypocrite?

This is exactly what I’m talking about.

You ended the career of my good friend Dave Batista.

John, John, look at me when I’m talking to you.

This is a reoccurring pattern with you.

Once again you have the man beaten.

Last man standing.

He verbally submits - how humiliating - the match is won, but no.

You AA him off a car through the very steel ramp that I’m sitting on, which facilitated the end of his career.

Appendix 4 – A Breakdown of Who is the Subject in Each Line of CM Punk’s Promo

Now we talk about Vicky Guerrero.

You know I’m surprised the lovely Vicky Guerrero doesn’t up and quit based on all the abuse you heaped on her.

It’s not just the physical things to the Wade Barretts and the Dave Batistas but it’s the name calling, it’s the mental abuse to someone who is as gorgeous and beautiful as Vicky Guerrero.

13 sentences – 5 Cena – 1 Punk
38% Cena, 8% Punk

Part 3:

Yeah and then there’s me, who happens to not be laughing.

I don’t know if you notice that you’re not funny.

This is all gonna stop.

No! (Pointing to fans).

You (the fans) know I’m right.

John, you know I’m right.

You will change.

I will facilitate that change.

This is all gonna stop.

John, John look at me.

The first two attacks, those were warning shots.

I’m just letting you know that finally somebody’s standing up to your ruthless, barbaric ways.

Your phony hustle, loyalty, and respect isn’t gonna cut it anymore okay?

I know the real you.

And it’s gonna stop.

15 sentences – 4 Cena – 4 Punk
27% Cena, 27% Punk

Part 4:

Oh we can do this live Monday Night RAW right here in Albany right?

Thank you for being oh so predicable John Cena.

See this isn’t the John Cena show tonight this is the CM Punk show.

And this is not happening on your terms this is happening on my terms.

So sometime tonight it’ll be me standing in this ring calling you out.

I’m gonna call you out.

John I want you to know the last two weeks, those attacks with the steel chair.

If you think that was shocking, if you were surprised.

I’ve got a real eye-opener for you later tonight.

The real surprise happens later tonight.

Appendix 4 – A Breakdown of Who is the Subject in Each Line of CM Punk’s Promo

And I promise you John, tonight you’ll never forget.

But you were right at the top of the hour.

This is Monday Night RAW.

This is about fun!

So on behalf of myself, CM Punk, to you and yours John Cena, I would like to wish you and all of your fans watching all over the world a very, very happy new year!

15 sentences – 3 Cena – 6 Punk

20% Cena, 40% Punk

Appendix 5 – A Breakdown of Who is the Subject in Each Line of Dave Batista’s Promo

Key:

- If subject = John Cena (including pronouns that refer to John Cena) → Sentence highlighted in red
- If subject = Dave Batista (including pronouns that refer to Dave Batista) → Sentence highlighted in yellow
- If subject = Both John Cena and Dave Batista (excluding use of the word “we”) → Sentence highlighted in green
- If subject = Other (including pronouns referring to any noun except John Cena or Dave Batista) → Sentence is not highlighted

Additional note:

- Regardless of the number of times a given Superstar is the subject of a single sentence, a maximum of one “subject of sentence point” can be awarded per sentence.

For example, let us take the following two sentences:

- 1). Cena fell to the mat and he injured himself.
- 2). After, the doctor examined Cena.

Even though Cena is the subject of the first sentence twice, since a maximum of one “subject of sentence point” can be awarded per sentence, “Cena” is awarded one “subject of sentence point” for being the subject of the first sentence, and “the doctor” is awarded one “subject of sentence point” for being the subject of the second sentence. As a result, it holds true that 50% of the above sentences contain “Cena” as their subject, and 50% of the above sentences contain “the doctor” as their subject.

Like in the above example, the percentages shown on “page three” have also been calculated based using this “maximum of one subject of sentence point per sentence” rule.

Part 1:

No, they’re not here to protect me.

They’re here to protect you.

See I don’t have a problem with coming down there and hurting you again, but these men are gonna make sure that doesn’t happen.

So feel free to thank me at any time.

4 sentences – 1 Cena – 1 Batista

25% Cena, 25% Batista

Part 2:

Appendix 5 – A Breakdown of Who is the Subject in Each Line of Dave Batista’s Promo

You’re funny.

You’re a funny guy.

You amuse me.

Hahaha.

I’m gonna answer your question.

You wanna know why I did what I did last week?

It’s real simple.

Because I want to face you at WrestleMania.

So I lost.

You get what you want.

I get what I want.

Everybody’s happier.

And you’re right.

We did start out in the WWE together.

I mean, our rise to the top, practically identical.

Even though I’m proud to say that you and I couldn’t be any more different.

I think it’s safe to say that you and I are the two biggest stars since the attitude era.

We both won championships at WrestleMania 31 and never looked back.

But for some, insane reason, this company has decided to label YOU as the man.

John Cena, the name and face of the WWE.

Championships.

Magazine covers.

Commercials.

Movies.

Somehow the torch was passed from Stone Cold Steve Austin to you.

When it should’ve been me.

I should be the name and face of the WWE.

I’m the biggest star in this company.

So I did what I did last week to you.

- Cena chants -

So I did what I did last week for two reasons.

One, is to beat the hell outta you at WrestleMania and prove to all of these people everywhere around the world is that I am better than you.

The second reason is plain and simple.

I just can’t stand you.

33 sentences – 7 Cena – 12 Batista

21% Cena, 36% Batista

Part 3:

You know what?

I have to say that I actually agree with you.

Appendix 5 – A Breakdown of Who is the Subject in Each Line of Dave Batista’s Promo

I don’t care about them.
 I am here to make money.
 I am here to win titles.
 I do not care about these people.
 I don’t care if they cheer me.
 I don’t care if they boo me.
 I am not here for them.
 So you go ahead.
 You keep kissin babies and huggin fat girls, and imma be in a gym somewhere trainin
 and thinking about beatin the hell out of you at WrestleMania.
 I mean it’s a fact that every time you and I are in the ring together, bad things happen - to
 you –
 I mean it wasn’t too long ago that I broke your neck.

13 sentences – 2 Cena – 10 Batista
 15% Cena, 77% Batista

Part 4:

I, I don’t wanna know what you think!!
 I don’t care what you think!!
 What you think is irrelevant.
 So you can go ahead.
 You can say anything you want.
 You can get all these people excited.
 I mean that’s what you do, all you do, bark bark bark.
 That what you do.
 That’s not what I do!
 You know firsthand what I do, what I’m good at.
 So you know what, go ahead.
 Let’s hear one of your fancy catchphrases.
 Say something inspiring John.
 We wanna hear it.
 The whole WWE universe wants to hear what John Cena has to say.
 You can’t beat me John.
 And deep down, you know it.

17 sentences, 11 Cena, 3 Batista
 65% Cena, 18% Batista

Appendix 6 – References Made to the Audience in CM Punk’s Promo

Part 1:

Wow everybody it’s John Cena!

He comes out here every Monday night.

He’s excitable.

He throws his hat at somebody.

Everybody loves it.

I am so impressed at how you do that.

You get all of these people to believe that you’re that friendly, smiling, everyday man when I know the truth.

The truth John Cena is you’re thoughtless, you’re heartless, and above all else you are dishonest.

I’m sure there’s millions of people worldwide including yourself that’d love to believe that this is about a spilled diet soda.

But John this goes way beyond my spilled diet soda.

Yeah.

- You suck chants –

John you were fired from the WWE.

You were gone.

You gave a very tear-inducing speech in the middle of the ring about how you were finally going to see your mom and hang out with your little brother and you said you were gonna go away.

You were gonna be the man of your word.

But what happened?

You came back later that night!

And then you came back the next week.

And then you came back the next week, showing all these people, who aren’t intelligent enough to see through your facade, when I’ve known all along that your word is absolutely worthless.

And then there’s TLC.

You have the mean beat.

Wade Barrett.

A very tough individual and you have him beaten in a chairs match.

But that’s not good enough for you.

You don’t take the high ground, you can’t ride off into the sunset with your victory.

You drag the man off to the side of the stage and you drop 15 steel chairs on him and I wanna know exactly why you think that’s acceptable behavior.

I wanna know why you think it’s okay to show up the next night on RAW and humiliate the poor guy.

Part 2:

Ooooohhh.

You wanna talk about ended careers you hypocrite?

Appendix 6 – References Made to the Audience in CM Punk’s Promo

This is exactly what I’m talking about.
 You ended the career of my good friend Dave Batista.
 John, John, look at me when I’m talking to you.
 This is a reoccurring pattern with you.
 Once again you have the man beaten.
 Last man standing.
 He verbally submits - how humiliating - the match is won, but no.
 You AA him off a car through the very steel ramp that I’m sitting on, which facilitated the end of his career.
 Now we talk about Vicky Guerrero.
 You know I’m surprised the lovely Vicky Guerrero doesn’t up and quit based on all the abuse you heaped on her.
 It’s not just the physical things to the Wade Barretts and the Dave Batistas but it’s the name calling, it’s the mental abuse to someone who is as gorgeous and beautiful as Vicky Guerrero.

Part 3:

Yeah and then there’s me, who happens to not be laughing.
 I don’t know if you notice that you’re not funny.
 This is all gonna stop.
 No! (Pointing to fans).
 You (the fans) know I’m right.
 John, you know I’m right.
 You will change.
 I will facilitate that change.
 This is all gonna stop.
 John, John look at me.
 The first two attacks, those were warning shots.
 I’m just letting you know that finally somebody’s standing up to your ruthless, barbaric ways.
 Your phony hustle, loyalty, and respect isn’t gonna cut it anymore okay?
 I know the real you.
 And it’s gonna stop.

Part 4:

Oh we can do this live Monday Night RAW right here in Albany right?
 Thank you for being oh so predicable John Cena.
 See (speaking to the fans) this isn’t the John Cena show tonight this is the CM Punk show.
 And this is not happening on your terms this is happening on my terms.
 So sometime tonight it’ll be me standing in this ring calling you out.
 I’m gonna call you out.

John I want you to know the last two weeks, those attacks with the steel chair.

Appendix 6 – References Made to the Audience in CM Punk’s Promo

If you think that was shocking, if you were surprised.

I’ve got a real eye-opener for you later tonight.

The real surprise happens later tonight.

And I promise you John, tonight you’ll never forget.

But you were right at the top of the hour.

This is Monday Night RAW.

This is about fun!

So on behalf of myself, CM Punk, to you and yours John Cena, I would like to wish you and all of your fans watching all over the world a very, very happy new year!

Appendix 7 – References Made to the Audience in Batista’s Promo

Part 1:

No, they’re not here to protect me.
They’re here to protect you.
See I don’t have a problem with coming down there and hurting you again, but these men are gonna make sure that doesn’t happen.
So feel free to thank me at any time.

Part 2:

You’re funny.
You’re a funny guy.
You amuse me.
Hahaha.
I’m gonna answer your question.
You wanna know why I did what I did last week?
It’s real simple.
Because I want to face you at WrestleMania.
So I lost.
You get what you want.
I get what I want.
Everybody’s happier.
And you’re right.
We did start out in the WWE together.
I mean, our rise to the top, practically identical.
Even though I’m proud to say that you and I couldn’t be any more different.
I think it’s safe to say that you and I are the two biggest stars since the attitude era.
We both won championships at WrestleMania 31 and never looked back.
But for some, insane reason, this company has decided to label YOU as the man.
John Cena, the name and face of the WWE.
Championships.
Magazine covers.
Commercials.
Movies.
Somehow the torch was passed from Stone Cold Steve Austin to you.
When it should’ve been me.
I should be the name and face of the WWE.
I’m the biggest star in this company.
So I did what I did last week to you.
- Cena chants -
So I did what I did last week for two reasons.
[One, is to beat the hell outta you at WrestleMania and prove to all of these people everywhere around the world is that I am better than you.](#)
The second reason is plain and simple.

Appendix 7 – References Made to the Audience in Batista’s Promo

I just can’t stand you.

Part 3:

You know what?

I have to say that I actually agree with you.

I don’t care about them.

I am here to make money.

I am here to win titles.

I do not care about these people.

I don’t care if they cheer me.

I don’t care if they boo me.

I am not here for them.

So you go ahead.

You keep kissin babies and huggin fat girls, and imma be in a gym somewhere trainin and thinking about beatin the hell out of you at WrestleMania.

I mean it’s a fact that every time you and I are in the ring together, bad things happen - to you –

I mean it wasn’t too long ago that I broke your neck.

Part 4:

I, I don’t wanna know what you think!!

I don’t care what you think!!

What you think is irrelevant.

So you can go ahead.

You can say anything you want.

You can get all these people excited.

I mean that’s what you do, all you do, bark bark bark.

That what you do.

That’s not what I do!

You know firsthand what I do, what I’m good at.

So you know what, go ahead.

Let’s hear one of your fancy catchphrases.

Say something inspiring John.

We wanna hear it.

The whole WWE universe wants to hear what John Cena has to say.

You can’t beat me John.

And deep down, you know it.

Appendix 8 – “Boo” and “You suck!” Audience Chants Present During CM Punk’s
Promo

Part 1:

Wow everybody it’s John Cena!
 He comes out here every Monday night.
 He’s excitable.
 He throws his hat at somebody.
 Everybody loves it.
 I am so impressed at how you do that.
 You get all of these people to believe that you’re that friendly, smiling, everyday man
 when I know the truth.
 The truth John Cena is you’re thoughtless, you’re heartless, and above all else you are
 dishonest.
 I’m sure there’s millions of people worldwide including yourself that’d love to believe
 that this is about a spilled diet soda.
 But John this goes way beyond my spilled diet soda.
 Yeah.
 - Loud “You suck” chant from audience –
 John you were fired from the WWE.
 You were gone.
 You gave a very tear-inducing speech in the middle of the ring about how you were
 finally going to see your mom and hang out with your little brother and you said you
 were gonna go away.
 You were gonna be the man of your word.
 But what happened?
 You came back later that night!
 And then you came back the next week.
 And then you came back the next week, showing all these people, who aren’t intelligent
 enough to see through your facade,
 – “Boos” from the audience –
 when I’ve known all along that your word is absolutely worthless.
 And then there’s TLC.
 You have the mean beat.
 Wade Barrett.
 A very tough individual and you have him beaten in a chairs match.
 But that’s not good enough for you.
 You don’t take the high ground, you can’t ride off into the sunset with your victory.
 You drag the man off to the side of the stage and you drop 15 steel chairs on him and I
 wanna know exactly why you think that’s acceptable behavior.
 I wanna know why you think it’s okay to show up the next night on RAW and humiliate
 the poor guy.

Part 2:

Appendix 8 – “Boo” and “You suck!” Audience Chants Present During CM Punk’s Promo

Oooooohhh.

You wanna talk about ended careers you hypocrite?

This is exactly what I’m talking about.

You ended the career of my good friend Dave Batista.

John, John, look at me when I’m talking to you.

This is a reoccurring pattern with you.

Once again you have the man beaten.

Last man standing.

He verbally submits - how humiliating - the match is won, but no.

You AA him off a car through the very steel ramp that I’m sitting on, which facilitated the end of his career.

Now we talk about Vicky Guerrero.

You know I’m surprised the lovely Vicky Guerrero doesn’t up and quit based on all the abuse you heaped on her.

It’s not just the physical things to the Wade Barretts and the Dave Batistas but it’s the name calling, it’s the mental abuse to someone who is as gorgeous and beautiful as Vicky Guerrero.

– “Boos” from the audience –

Part 3:

Yeah and then there’s me, who happens to not be laughing.

I don’t know if you notice that you’re not funny.

This is all gonna stop.

No! (Pointing to fans).

You (the fans) know I’m right.

John, you know I’m right.

You will change.

I will facilitate that change.

This is all gonna stop.

John, John look at me.

The first two attacks, those were warning shots.

I’m just letting you know that finally somebody’s standing up to your ruthless, barbaric ways.

Your phony hustle, loyalty, and respect isn’t gonna cut it anymore okay?

I know the real you.

And it’s gonna stop.

- “You suck” chant from audience turning into a “Cena! Cena! Cena!” chant –

Part 4:

Oh we can do this live Monday Night RAW right here in Albany right?

Thank you for being oh so predicable John Cena.

Appendix 8 – “Boo” and “You suck!” Audience Chants Present During CM Punk’s
Promo

See this isn’t the John Cena show tonight this is the CM Punk show.

– “Boos” from the audience –

And this is not happening on your terms this is happening on my terms.

So sometime tonight it’ll be me standing in this ring calling you out.

I’m gonna call you out.

John I want you to know the last two weeks, those attacks with the steel chair.

If you think that was shocking, if you were surprised.

I’ve got a real eye-opener for you later tonight.

The real surprise happens later tonight.

And I promise you John, tonight you’ll never forget.

– “One, loud “You suck!” from audience –

But you were right at the top of the hour.

This is Monday Night RAW.

This is about fun!

So on behalf of myself, CM Punk,

– “Another, loud “You suck!” from audience –

to you and yours John Cena, I would like to wish you and all of your fans watching all over the world a very, very happy new year!

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