

COMM 339 – Persuasion

Message Strategy Presentation Check List

Be sure to use Audience Analysis to design your messages.

1. Select sources (use theory and reference groups)
 2. Use rational model for base messages
 3. Make adaptations for peripheral route issues
 4. Consider behavioral expectations - include compliance gaining methods
 5. Consider including counter-arguments and refutation if needed
- At the beginning of your MSP you will need to provide me and the class with a short overview of your campaign including, topic, exigence, general audience, and overall goals of the campaign. Then move to discussing the specific message you have designed.

For the message your presentation explains, the class and I will need to know:

Briefly Early in the Presentation

- the audience or specific audience segment it is designed to affect,
- the specific campaign goal you hope this message will accomplish, and how features/dimensions of the audience influenced your construction of the message.
- the timing in the campaign when the message will be delivered to the targeted audience and the medium used (e.g. flier, radio ad, etc.)

At Greater Length in the Body

- the substance of the message itself, that is -- we will need to see the message or see an outline or a clear description of the message itself so we can follow your presentation's discussion of the theories and appeals you used to design it.
- the persuasion theories (from the beginning weeks of the class), and use of credibility research findings, and "appeals" (found on the web pages and in *Age of Propaganda*)

At the time of your presentation - submit to me

1. a "copy" of your message (or a very clear description of it, e.g. outline or script) that shows how the message would be presented to the receivers, and
2. an outline of your in-class presentation . The outline should be like a COMM 101outline (not merely a print out of your PowerPoint slide show).

