

Persuasive Message Strategy Presentation

CATA 339 Evaluation Form

Name: _____ Date: _____ Grade: _____

Campaign Topic: _____

Score

<p>Introduction (to Campaign) (5 points)</p> <p>Topic/ Exigence/ Audiences:</p> <p>Overall goals:</p>	
<p>Message: Type/ medium: _____ Specific Audience: _____ (10 points)</p> <p>Specific goal of the message: _____</p> <p>Description of the Message:</p> <p>Appropriate to campaign goals:</p> <p>Realistic/appropriate to the specific audience:</p>	
<p><u>Appeals / tactics used :</u> (10 points)</p> <p>Explanation of the persuasion theory and research used to design message:</p> <p>Likely Effectiveness / appropriate theory for the audience:</p>	
<p>Overall effectiveness / demonstration of persuasion expertise: (5 points)</p>	
<p>Delivery: (5 points)</p>	

TOTAL _____