

Persuasive Message Strategy Presentation

COMM 339 Evaluation Form

Name: _____ Date: _____ Grade: _____

Campaign Topic: _____

Score

<p>Introduction (to Campaign) (5 points)</p> <p>Clarity of explanation: Topic/ Exigence/ Audiences:</p> <p>Clearly Stated Overall goals:</p>	
<p>Message: Type/ medium: _____ Specific Audience: <u>MC Students</u> (10 points)</p> <p>Timing in the campaign:</p> <p><u>Specific goal of the message clearly stated:</u> _____</p> <p>Clear 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>Clear and Accurate Explanation of the Persuasion Theory, Appeals and Research used to design message:</p> <p>Likely Effectiveness of Theory and Appeals for the identified Audience:</p>	
<p>Overall effectiveness / demonstration of persuasion expertise: (5 points)</p>	
<p>Presentation Delivery and Organization: (5 points)</p>	

TOTAL _____