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 101 outline (not merely a print out of your PowerPoint slide show).