

## Persuasive Document Assignment

### Objectives:

- Shape a persuasive document based on audience and purpose
- Compose a well-formatted memo
- Apply writing techniques appropriate for a persuasive message
- Write clearly, correctly, and concisely
- Design a document applying the CRAP principles

### Required Audience/Purpose Memo:

For this persuasive document assignment, your team will receive a prompt specific to your partner organization. You will create a persuasive document that this organization can really use to further its goals. In addition to the document itself, write a well-formatted memo to me (Dr. Iluzada) that describes your audience and your purpose(s) for the document. (See sample analysis on *Essentials of Business Communication* p. 102.) This assignment will be assessed partially based upon how well you appealed to your audience and met your purpose(s) in your message. In this memo, please describe, in detail, all of the following information that applies to your rhetorical situation:

- What you want to change or accomplish with this document
- What your audience should do or think after seeing this document
- How and when the audience should respond
- The intended audience's culture, age, education, attitudes, experience, motivations, biases, beliefs, values, and any other factors that might affect your persuasiveness
- The intended audience members' level of understanding
- The intended audience's expectations and preferences
- The probable reaction and objections/hesitations from the intended audience
- The strategies your team used to meet the aforementioned purpose
- The strategies your team used to persuade the particular audience that you describe

### Grading Rubric

Memo thoroughly describes audience and purpose of persuasive document(s)	Excellent 10	Good 8	Fair 7	Poor 6
Persuasive document clearly and effectively appeals to the intended audience	Excellent 15	Good 13	Fair 11	Poor 9
Persuasive document appeals to direct and/or indirect reader benefits	Excellent 5	Good 4	Fair 3	Poor 2
Persuasive document builds interest through effective appeals to logos, ethos, and pathos	Excellent 5	Good 4	Fair 3	Poor 2
Persuasive document effectively grabs readers' attention and addresses readers' objections	Excellent 5	Good 4	Fair 3	Poor 2
Persuasive document provides a specific next step and makes it easy for the reader to respond	Excellent 5	Good 4	Fair 3	Poor 2
Persuasive document appeals to at least one of the six persuasion principles: reciprocity, scarcity, authority, consistency, liking, consensus	Excellent 5	Good 4	Fair 3	Poor 2
Formats memo effectively and designs persuasive document using the CRAP principles	Excellent 20	Good 17	Fair 14	Poor 11
Unified, coherent, well-developed paragraphs	Excellent 15	Good 13	Fair 11	Poor 9
Prose is clear, correct, precise, and concise	Excellent 15	Good 13	Fair 11	Poor 9