

*NOTE People rarely change their minds quickly or without good reason. A truly resistant audience will dismiss even the best arguments and may end up feeling threatened and resentful. Even with a receptive audience, attempts at persuasion can fail. Often, the best you can do is avoid disaster and allow people to ponder the merits of the argument.*

## Checklist

### Persuasion

Use the following Checklist as you prepare to persuade an audience.

#### Planning Your Argument

- Do I understand the difference between explicit and implicit persuasion? (See "What Is Persuasion?" in this chapter.)
- Can I identify the different types of claims? (See "What Is Persuasion?" in this chapter.)
- Have I identified my precise goal in this situation? (See "Identify Your Specific Persuasive Goal" in this chapter.)
- Have I attempted to predict audience reaction? (See "Try to Predict Audience Reaction" in this chapter.)
- Am I prepared for audience resistance? (See "Try to Predict Audience Reaction" in this chapter.)
- Have I appealed to the rational audience connection? (See "Know How to Connect with the Audience" in this chapter.)
- Have I promoted my own view while planning how to respond to opposing views? (See "Allow for Give-and-Take" in this chapter.)
- Have I spelled out what I want? (See "Ask for a Specific Response" in this chapter.)
- Have I stuck with what is achievable? (See "Never Ask for Too Much" in this chapter.)
- Have I considered the various constraints in this situation? (See "Recognize All Constraints" in this chapter.)
- Have I filled out an Audience and Use Profile? (See "Shaping Your Argument" in this chapter.)

#### Presenting Your Argument

- Do I provide convincing evidence to support my claims? (See "Offering Convincing Evidence" in this chapter.)
- Will my appeals have personal meaning for this audience? (See "Appeal to Common Goals and Values" in this chapter.)
- Have I successfully navigated cultural differences in my argument? (See "Consider the Cultural Context" in this chapter.)
- Have I avoided confirmation bias in my argument? (See "Digital Persuasion and Social Media" in this chapter.)

## Projects

For all projects, check with your instructor about whether to present your findings in class, bring drafts to class for discussion, upload your project to the class learning management system (LMS), and/or use the LMS forum or discussion boards to collaborate and review each activity below.

### General

1. Find a persuasive letter that you feel is effective. In a memo (Chapter 15) to your instructor, explain how the message succeeds. Base your evaluation on the "Guidelines for Persuasion" and "Checklist: Persuasion" in this chapter. Attach the letter to your memo. Now, evaluate a letter or document that you feel is ineffective,