Morse

Thinking about Audience and Rhetorical Strategies

**What to do.**

1. Get in groups of 4-5 students.

2. Each group will select a number card and a letter card. Each number corresponds to a topic listed below and each letter corresponds to an audience listed below.

3. Create an argument on the topic selected to the audience selected using appropriate rhetorical strategies that would best fulfill the purpose your group decides on and persuade that selected audience.

**Guidelines.**

Your group will work collaboratively to create an argument that fits on one sheet of paper, or the equivalent (front and back is okay). You will need to use textual (about a paragraph or equivalent) and visual information. Think about types of evidence you can use that would appeal to your audience. Your argument should include a clear choice of inductive or deductive reasoning and rhetorical appeals that would be most effective for your rhetorical situation. Think about the readings for today and how ethos can be conveyed to your audience.

Steps you may need to take:

* Find out what your group knows about the topic and determine a specific purpose/argument
* Find out what your group knows about the given audience
* Explore possibilities of sources that may provide you evidence
* Draft your group’s argument

**Report back.**

Post your group’s work to the appropriate Discussion Board forum. Select a spokesperson to share your group’s argument and why your group made the rhetorical choices it did.

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| Topics | Audience |
| 1. Online Bullying | A. Children under 12 |
| 2. Nutrition | B. Youth (13-18) |
| 3. Stress | C. College Students (19-25) |
| 4. Personal Finance | D. Adults (26-45) |
| 5. Personal Safety | E. Adults (45-65) |
| 6. Drinking | F. Senior Citizens (65+) |