**Consider your audience—Researched Argument Exercise**

Fill out the following form to hone in on who your audience is and how you can best reach them. You will bring it to the peer review and turn it in with your annotated bibliography and researched argument.

**Overview questions**:

1. Briefly, what is the **problem or opportunity** that you are investigating?
2. What is your **tentative thesis**, or thesis question?
3. Who is your audience, briefly?
4. What is **your audience’s stake** in this? How does it affect them? Why should they care?
5. To what degree does your audience agree or disagree with you?
6. What **forum** will you use to get your argument to this audience. Why? Be specific!

**Audience’s Knowledge/Attitudes/Values**:

1. What is your audience likely to already **know** (or think they know) about your topic?
2. What **information are they lacking**, or what do they misunderstand that keeps them from agreeing with you?
3. What **sources of information** are they most likely to be persuaded by? Why?
4. What are some **relevant beliefs** (religious, political, scientific, or whatever) that affect their stance on this issue?
5. **What values do they hold** that affect their stance on this issue?
6. How will you **appeal to common values** (i.e. values you and they have in common) to help change their minds or move them from agreement to action?
7. **Your ethos**: What is this audience’s attitude toward you likely to be? Why? How will you present yourself as credible and qualified to discuss this issue (good sense, good morals, and good will)?