

## Checklist: Persuasion

*(Numbers in parentheses refer to the first page of discussion.)*

### **Planning and Preparing Your Document**

- Have I identified my precise goal in this situation? (50)
- Am I accounting for the political realities involved? (51)
- Can I elicit more than mere audience compliance in this situation? (52)
- Have I chosen the approach most likely to connect with this audience? (53)
- Am I constructing a balanced and reasonable argument? (55)
- Have I spelled out what I want this audience to do or think? (56)
- Am I seeking an outcome that is achievable in this situation? (56)
- Have I considered the various constraints in this situation? (56)
- Do I provide convincing evidence to support my claims? (60)
- Will my appeals have personal meaning for this audience? (62)
- Overall, do I argue skillfully without being “argumentative”? (50)

### **Cultural Considerations\***

- Does the document enable everyone to save face? (64)
- Is the document sensitive to the culture’s customs and values? (63)
- Does the document conform to the country’s safety and regulatory standards? (86)
- Does the document provide the expected level of detail? (36)
- Does the document avoid possible misinterpretation? (36)
- Is the document organized in a way that readers will consider appropriate? (200)
- Does the document observe accepted interpersonal conventions? (63)
- Does the tone reflect the appropriate level of formality or casualness? (64)
- Is the document’s style appropriately direct or indirect? (63)
- Is the document’s format consistent with the culture’s expectations? (317)
- Does the document embody universal standards for ethical communication? (81)
- Should the document be supplemented by a more personal medium? (67)

\**Source:* Adapted from Caswell-Coward 265; Weymouth 144; Beamer 293–95; Martin and Chaney 271–77; Thatcher 193–94; Victor 159–61.