

Checklist for Persuasive Communication

Checklists can help you keep track of your work. Use the following checklist to make sure you complete the task for each activity. If you have access to a printer, you may want to print the checklist for reference as you work through the activities. Ask your teacher for help if you have any questions about the checklist.

Activity 1: Solution Planning

Task: Data Summary

- Open your survey database
- Export the data from your queries
- Start a new spreadsheet workbook and type your name and the data
- Import the data from your queries into the spreadsheet
- Use appropriate formulas and functions to analyze your data
- Open a new word processing document and type your name, date, and a title
- Devise a plan to solve your problem, addressing the following questions:
 - How did you expect your survey data to help solve your *problem*?
 - What kinds of *information* does your analysis of the survey data provide?
 - How does your analysis help you refine *alternatives* to solve the problem?
 - How does your analysis help you devise a *plan* to solve the problem?
 - How could your analysis help you implement a *solution*?
- Check the spelling and grammar of your plan
- Save your document

Activity 2: Solution Implementation

Task: Solution

- Open the workbook with your imported summarized survey data
- Start a new worksheet and type your name and the date
- Create charts to represent your survey data and add the charts to your worksheet(s), making sure that you:
 - Choose the type of charts that best represent your data
 - Import the data you want to represent in your charts
 - Title each chart
 - Title and label the x-axis (not for pie chart)
 - Title and label the y-axis (not for pie chart)
 - Create a legend
 - Place the chart on a new worksheet or an existing worksheet in the same workbook
- Format your data and charts to make them attractive and easy to read
- Make sure your charts clearly support your solution
- If necessary, revise and reformat your charts to clearly visualize your data
- Save your charts
- Start a new word processing document and type your name, date, and a title
- Use critical thinking skills to explain and implement your solution by addressing the following questions:
 - How did you decide which alternatives to include in your plan?
 - How did your survey data help you find a solution?
 - How did other information you gathered help you find a solution?
 - What other data might cause you to reconsider your solution?
- Check the spelling and grammar of your solution explanation
- Save your document

Activity 3: Persuasive Nonfiction

Task: Persuasive Essay

- Open a new word processing document and type your name, date, and a title
- Draft an introductory paragraph for your persuasive essay using your outline to accomplish the following:
 - State the issue clearly
 - Engage readers
 - Foreshadow the conclusion of the essay
- Draft the body paragraphs, using your essay outline and making sure that each body paragraph:
 - Includes a topic sentence
 - Uses supporting points for each main point
 - Presents main points in a logical order
 - Uses clear transitions to connect paragraphs together
 - Is balanced (about three to five sentences each)
 - Makes your argument convincing
- Draft the concluding paragraph, using your essay outline to make sure your conclusion:
 - Summarizes your topic
 - Synthesizes the main points into a new idea or concept
 - Leaves readers with a lasting impression
- Check the spelling and grammar of your document
- Save your document

Activity 4: Copyright and Copyleft

Task: Multimedia Permissions

- Open a new word processing document and type your name, date, and a title
- Find at least three images and one audio or video clip on the Web that helps to enhance the argument for your solution
- Download the media to your computer
- Add the media to your word processing document
- For each image or clip:
 - Cite the source
 - Explain how the media enhances your argument
 - Record the copyright status
 - Get permission for any of the images, audio, or video if necessary
- Find at least one copyleft image, audio, or video to make your argument for your solution more persuasive
- Download the media to your computer and:
 - Cite the source
 - Explain how the media would help enhance your Web page and help make your argument convincing
- Save your document

Activity 5: Effective Communication

Task: Publication or Presentation

- Open your word processing document with your persuasive essay
- Start a new publication or presentation
- Create a publication or presentation using the text of your persuasive essay
- Add charts to show statistical data
- Open your multimedia permissions document and insert the media into your publication or presentation
- Use graphic design principles to make your presentation or publication visually appealing

- Exchange presentations or publications with a peer and review each other's work, making sure to:
 - Provide positive feedback—point out the parts that are attractive and easy to read
 - Provide specific suggestions for improvement—point out the parts that may need to be revised
- Review the peer review of your presentation or publication
- Revise your presentation or publication based on the feedback
- Check the spelling and grammar of your presentation or publication
- Share your presentation or publication and get feedback, such as:
 - What parts have the most and least visual appeal?
 - Are any parts difficult to read or view?
 - What did the reader or viewer learn from your publication or presentation?
 - What parts of the publication or presentation does the reader find most and least interesting?