

Guidelines for Feedback: A2a Strategy Outline for Persuasive Presentation

1. **Intended outcome:** Is the message objective clear? Is it easy to understand what the student wants the audience to think, feel or do as a result of the message? Is this a realistic objective for the time available?
2. **Audience analysis:** Has the student done a thorough analysis of the audience? Who are they? What is their level of knowledge? What are their needs, concerns and attitude to the topic? How should the student motivate them?
3. **Audience resistance:** Is it clear how the student intends to overcome any possible audience resistance? What strategies should the student employ?
4. **Credibility:** How important is it to enhance credibility in this situation? What credibility-building strategies should the student use? How successful are they? Can the student do more to enhance credibility?
5. **Content and structure:** How is the presentation organised? Direct or indirect? Is it appropriate given the audience and objective? Has the student used any of the organisational patterns provided?
6. **Evidence:** What evidence should the student provide? Is it compelling? Could the student use more / different evidence?
7. **Benefits:** What audience benefits should the student focus on? Are they suitable for the given audience? What other benefits could the student highlight?