

Proposals +
persuasion

Listen



Assignment

Classmates

Textbook

Data

Luther

Focus on your readers' goals/values

Who's your audience for the Tech Briefing?

Who's your audience for the Tech Briefing **proposal**?

What is **Luther's** goal? What does he value?

Address and learn from your readers' concerns

What concerns will Luther have?

How can you address them in your proposal?

Present sufficient and reliable evidence

How much detail can you provide?

How reliable are your data, testimonies, examples?

What makes you the right person for this job?

Your proposals

emailed to me by Tuesday night

400-600 words

I .

Intro (one sentence): Tell me the proposed subject of your briefing.

2.

Problem (25-50% of your proposal): Why does the class need this? How do you know? Why is this appropriate for the tech briefing assignment?

3.

Objective(s) (10-15%): State what your briefing will do (link to problems section)

4.

Method (25-50%): How will you go about meeting your objective(s)? In other words, what's the plan?

5.

Qualifications (10-15%): Why are you the right people for this job? Why is this the right choice for this assignment?