



Choosing Your Genres

What is your argument? What are you trying to persuade your audience to do?

Who is the target audience?

How does your audience likely feel about your topic before hearing your argument?

What do you know about the target audience's lifestyle, beliefs, etc.?

What kinds of appeals (i.e., emotional, logical, authority, etc.) are likely to appeal to this audience?

What are likely to be the best genres for making a connection with this audience? Why?