Evidenceconnected with Reasoning to lead audience to believe and/or act on persuader’s Claim

Claim: Proposition to be adopted by audience

Support: Evidence to support proposition

Warrant: explaining how data supports the claim

**Exigency:**

Convince audience some need/problem require attention.

* Reasons audience should care, believe, action should be taken.
* If arguments weak, audience will stop listening

How Exigency framed:

Determined by audience awareness.

Needed/problem framed by providing evidence

* Existence
  + Demonstrate the problem exist.
    - Where, to whom
* Magnitude
  + Demonstrate the size of the problem
    - How many, How large
  + Claim of fact
* Urgency
  + demonstrate the importance of the problem
    - Why important
  + Claim of value

**Solution: Response efficacy**

Need to convince audience proposed solutions effectively handle Exigency.

* Believing solutions will work = response efficacy

Response efficacy achieved by:

* Showing worked elsewhere
* Experts agree solution will work
* More desirable than undesirable consequences.

Solution: Self-efficacy

* Need to account audiences’ potential resistance to enacting solutions
  + Barriers
* Self-efficacy belief in own ability to follow recommended action

**Barriers:** Ex. I don’t have time to recycle, it’s not my job, it’s confusing don’t know What to do

* Might prevent audiences from enacting the solution
  + Internal
  + External
  + Perceived Vs. Actual
* Analyze audience to gauge problems with enacting solutions.