**Rhetorical Strategy: Worksheet**

A Rhetorical Strategy is a communication plan the writer develops at the beginning of a project. It helps the writer answer key questions up front, such as Why am I writing? For whom am I writing? What do I need to accomplish? How best can I do this? Professional writers know that a good rhetorical strategy is a tool that can help the organization save time and money. After you develop your rhetorical strategy, give it a two-part title. Ex., Rhetorical Strategy: Progress Report on Smart Wheelchair Design.

**Situation / Background / Purpose for Writing**

**Audience (Who are you trying to reach? Expand on “This is an executive audience.” Describe them. Consult the audience analysis profiles and examples on Blackboard and the Technical Writing website at www.engineeringessentials.com/writing.)**

**Writing Techniques (What tools will use you reach them? Review the .ppt presentation on BB, along with the brainstorming list.)**

**Purposeful Thesis Statement (WHO should do WHAT and WHY?)**

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| **WHO** should do | **WHAT** and | **WHY** |
| Audience | Action | Rationale |

Adapted from: Woolever, Kristin R. *Writing for the Technical Professions.*4th ed. New York: Longman, 2008.