

Chapter 13

4 STEPS TO CHOOSING A TOPIC

- 1.) Conduct a Personal Inventory
 - values, beliefs, attitudes, skills, and interesting life information...
- 2.) Generate Topics Using the Internet
 - Google uses PageRank looks at best and most desirable sites first...
- 3.) Choose a Topic that Might Be Interesting to Explore
 - If you are not enthusiastic why should your audience be?
- 4.) Choose a Topic that Your Audience will Understand
 - avoid insulting your audience

TOPIC EVALUATION

Is the topic appropriate for:

1. You
2. Your Audience
3. The Occasion

AUDIENCE ANALYSIS

1. Position
 - a. Social Judgement Theory (SJT) – anchor position determines how they will respondBB
 - i. Latitude of acceptance
 - ii. Latitude of noncommitment
 - iii. Latitude of rejection
2. Values
 - a. What does your audience believe is most important?
 - i. In America it is perusing your dreams, individuality, hard work...

AUDIENCE DEMOGRAPHICS

1. Generation and Age
 - a. Generation Y
 - i. Born between 1977 to 1994
 - ii. 70 million
 - iii. Value education and individuality
 - b. Generation X

- i. Born between 1965 to 1976
 - ii. 50 million
 - iii. Value friends more than family
 - c. Boomers
 - i. Born 1945 to 1965
 - ii. 75 million
 - iii. Value better life and education than parents
 - d. Builders
 - i. Born 1901 to 1945
 - ii. Value saving and investing money wisely
- 2. Socioeconomic Status
 - a. The economic, social, education, and occupation of a person.
 - i. More education will appreciate complex issues
 - ii. Less education will appreciate emotional appeal
 - b. Gender
 - i. Women tend to display an ethic of caring
 - ii. Men tend to display an ethic of justice

TOPIC RESEARCH

- 1. Source
 - a. Interlibrary loan (ILL) system
- 2. Types of Information
 - a. Anecdotal information – appeals to the emotions for interest
 - b. Probative information – reasoned discourse on a topic for persuasive purposes
- 3. Develop a Bibliography
 - a. Bibliography – list of probable sources
 - i. Read summary article
 - ii. Use library's catalog by subject
 - iii. Decide on what you are going to look for
 - 1. Facts
 - 2. Statistics
 - 3. Arguments for
 - 4. Arguments against

- iv. Check reference sources for other sources
 - b. Books
 - i. Find a recent book in the library
 - ii. E-books
 - 1. Free from library and other sources
 - c. Periodical Articles
 - i. Look in indexes for current articles
- 4. Internet Research
 - a. Search Engine
 - i. Google, Google Scholar, Bing, Yahoo...
 - ii. Use keyword and subject searches
- 5. Evaluating Sources
 - a. Six Strategies for Evaluation
 - i. Evaluate the credentials of the source
 - 1. How is the qualifications and level of experience of the source
 - ii. Determine the objectivity of the source
 - 1. How much influence by personal emotions or prejudices
 - iii. Assess the accuracy of the source
 - 1. How correct or truthful and precise
 - iv. Identify the currency of the source
 - 1. How timeless and prevalent the information is
 - v. Determine the consistency of the source
 - 1. How reliable and uniform the information is
 - vi. Evaluate the coverage of your source
 - 1. How much depth and breadth in the information?

TAKING NOTES

1. Write them out
2. Take screenshots
3. Type them in a word processor