| Media outlet and audience: | | | |
| --- | --- | --- | --- |
| Intention: | | | |
| First viewing | Second viewing | | |
| Strategy/Argument | Persuasive words | Persuasive manner of speaking | Persuasive images and sounds |
| Opening: |  |  |  |
| Body: |  |  |  |
| Closing: |  |  |  |