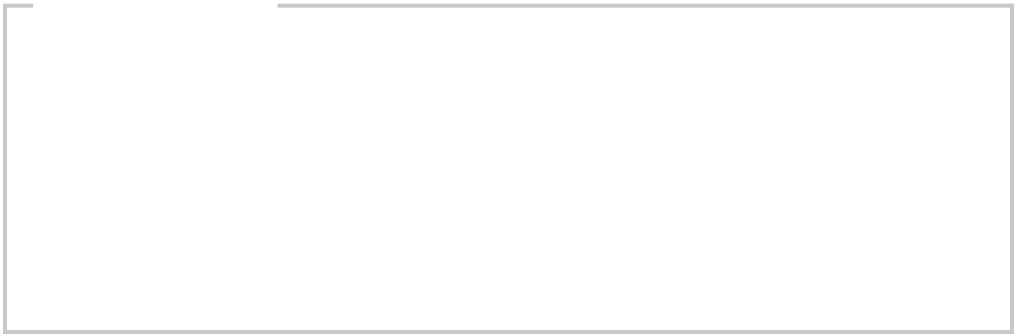
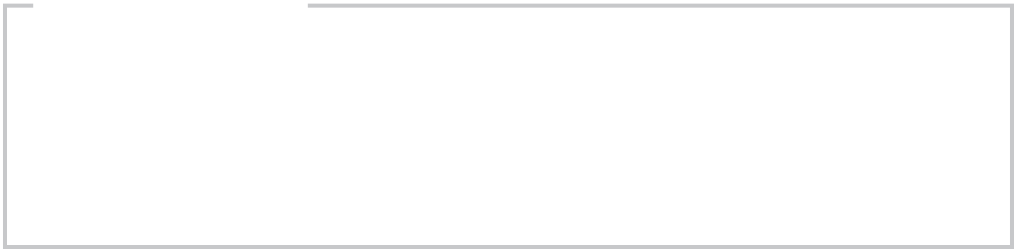
theBIG IDEA worksheet

Identify a project you are working on where you

Data Visualization 4

need to communicate in a data-driven way.

Refect upon and fll out the following.

WHO IS YOURAUDIENCE?

PROJECT

(1)List the primary groups or individuals to(3)What does your audience care about?

whom you’ll be communicating.

My audience cares about the success and future of America through the Republican party and members of the party, especially those who hold office.

The primary group I will communicate with is the leadership of the Republican party.

(4)What action does your audience need to take?

My audience needs to evaluate their stance on correcting unemployment and work to support policies and candidates who aim to improve employment in the US.

(2)If you had to narrow that to asingle person,

who would that be?

The chairman of the Republican National Committee

WHAT ISAT STAKE?

What are thebenefts if your audience acts

in the way that you want them to?

Unemployment rates will affect American citizens and will continue to be a target point for arguments against Republican presidential candidates.

Unemployment rates will decrease under Republican presidential leadership, aiding US citizens and improving the image of the party.

FORM YOURBIG IDEA

It should:

When compared with the steady decrease of unemployment rates under Democratic presidents, rates under Republican presidents are unstable; choosing future candidates with goals to combat unemployment will improve these statistics, aiding the Republican party’s image and the welfare of the American people.

(1)articulate your point of view,

(2)convey what’s at stake, and

(3)be a complete (and single!)

sentence.

What are therisks if they do not?