

CMNS 3420 – 04 – Advanced Professional Communication – January 19, 2026

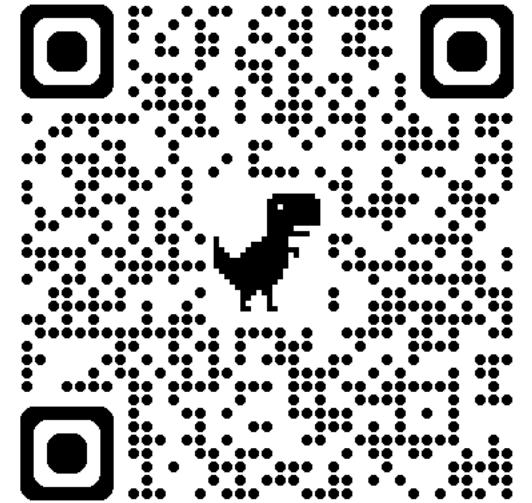
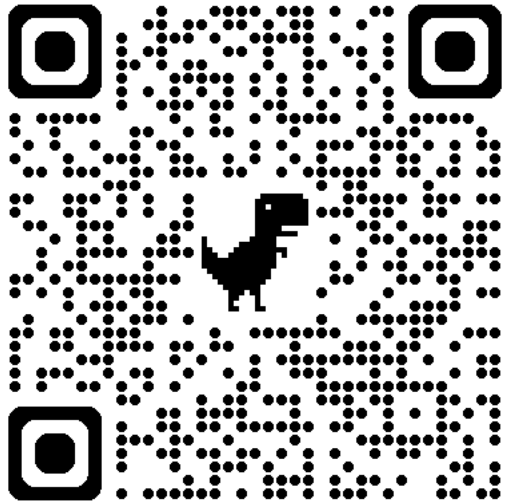


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Source: nativeland.ca



Where we're going today



Review of Rhetorical
Triangle



Key Terms from the
Readings on Rhetoric



Knowledge
Mobilization

Course Project: Pathway for Knowledge Mobilization



Proposal

- Persuasively *present your idea **for the*** Policy Brief
- Determine the focus and scope of your idea
- Demonstrate its value and your rationale for doing it

Demonstrate
value and
urgency of the
Idea

Policy Brief

- *Execute your idea **as a** Policy Brief*
- Complete the research and make your recommendations
- Clear articulation of the problem and stakes for finding solutions

Demonstrate
substantial research
and
recommendations

Communication Package

- *Mobilize your idea **from the** Policy Brief*
- Isolate key messages & recommendations for audiences
- Produces multi-media communication documents

Demonstrate
sharing those
recommendations
broadly

Message
information, argument
reasons, evidence, data, structure

**Strategic
Communication**

Rhetorical Triangle

Audience
beliefs, values
knowledge, experience

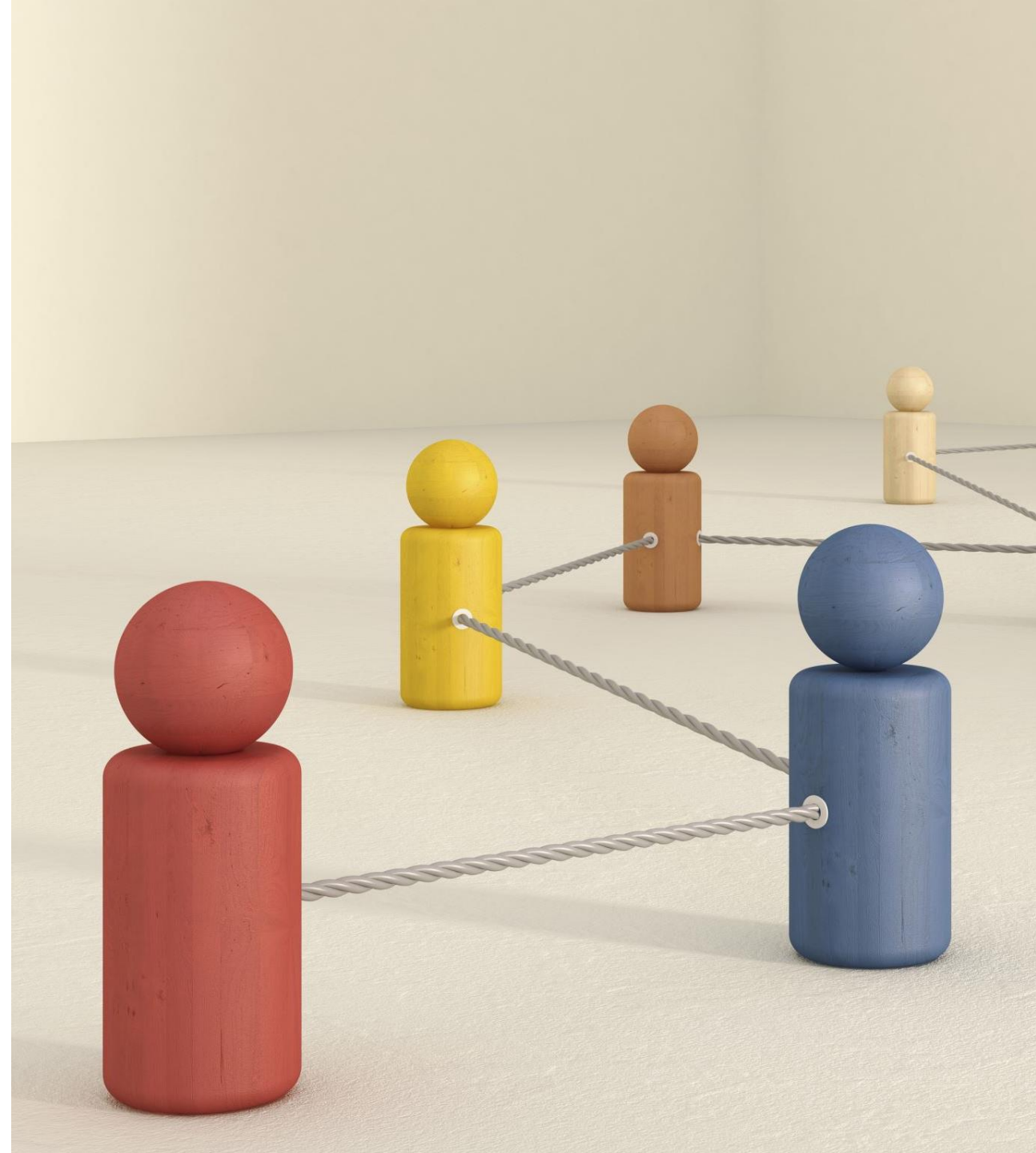
Communicator
ethos (credibility), authority
correctness, appearance, eloquence

A bit of visualization

Using the terms below, work within a group to visualize the connections among them.

How can you represent them graphically so that someone else understands their relationship?

- Kairos
- Exigence
- Discourse Community
- Audience
- Framing



1. Proposal Guidelines

Interested policy research groups should submit proposals according to the following template.

This is the template for your Proposal. Use these headings.

1. Introduction

- a. Brief overview of the Research Group's background and expertise
 - o What perspectives and interests define the group's work? This will help the reviewers to determine the area of contribution expected from this research group – economic, social, etc. In our scenario, for this section you make up a profile of the Consultancy you invent.
- b. Brief statement of your approach to the project
 - o What will be the scope and perspective you will take towards this project? What context will you work within, what issues will you explore, and who will benefit if this research is used to support policy development? What areas of government and society will find this proposed research useful to inform policy development?

Concise statement of what you propose to offer in your project. What will the client get and why will it be valuable?

2. Methodology

- a. Knowledge mobilization. What problem or issue does your research address? Indicate some existing pressures or issue related to the risks and opportunities of flexible work related to a specific context. What key questions will be explored in this research project?
- b. Value Proposition. How will this research and analysis help to address the problems outlined above? Why will this research and policy brief be significant and to whom? What will be gained by doing this work? What will be the benefits and long-term value of this project? Be persuasive!

Add details here to reinforce Introduction. What problem/issue in what context? Who is affected? Why does this need to be addressed?

3. Deliverables

- a. What will you produce for the client?

4. Timelines

- a. Proposed timeline for submission of each project deliverable.

What deliverables are specified in the RFP? Propose a timeline that matches your intended schedule for the course; not required to be accurate!

To put together a proposal, we need to think about two things:

- Knowledge mobilization (today's focus)
 - What are we trying to do?
 - What knowledge gap are we identifying and into what context are we communicating?
- Value proposition (Wednesday's focus)
 - What value is our contribution to this knowledge mobilization?

Course Project:

Pathway for Knowledge Mobilization



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What is your proposal
focused on?

Knowledge Mobilization



Audience: To whom should research knowledge be transferred?



Message: What knowledge should be transferred to decision-makers?



Messenger: By whom should the knowledge be transferred?



Mechanism: How should the knowledge be transferred?



Impact: With what effect should the knowledge be transferred?

Preparation for Wednesday's class

Go back to Unit 1, Section 1 on course website and review readings

We'll focus on Value Proposition and the Proposal Guidelines

We'll be preparing for Journal #2 (due Monday, January 26 at 23:59)