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| **INT** (introduce Pokemon Go!) | |
| **TA**  (Outline the target audience) |  |
| **DEF**  (Define the uses and gratifications theory) |  |
| **EVI1**  (Evidence) |  |
| **JUS1**  (Justification) |  |
| **EVI2**  (Evidence) |  |
| **JUS2**  (Justification) |  |
| **EVI3**  (Evidence) |  |
| **JUS3**  (Justification) |  |
| **CON**  (Conclusion) |  |