Exigence- An issue, problem, or situation that causes or prompts someone to write or speak

Cheryl Glenn- “a problem that can be resolved or changed by discourse (or language)… All successful rhetoric (whether verbal or visual) is an authentic response to an exigence, a real reason to send a message”

M. Jimmie Killingsworth- “Exigence has to do with what prompts the author to write in the first place, a sense of urgency, a problem that requires attention right now, a need that must be met, a concept that must be understood before the audience can move to the next step”

John Mauk and John Metz- “An exigence may be… like the discovery of a new virus, which might prompt medical officials to persuade the public how to change its behavior. Exigence is part of a situation. It is the critical component that makes people ask the hard questions: What is it? What caused it? What good is it? What are we going to do? What happened? What is going to happen?

<https://www.thoughtco.com/exigence-rhetoric-term-1690688>