Planning your communication

**Audience**
Who is your audience?

**Speaker/writer**
What does your audience expect of you?

**Topic**
What is your topic? Is your topic suitable for your audience? How much detail is appropriate?

**Genre**
What genre is best for communicating with your audience? Have you followed the guidelines for the genre?

**Context**
How does your task fit into the big picture? What current events or historical information may help to engage with your audience?

**Purpose**
What do you want to achieve? How will you know if you have achieved your purpose?