

Planning your communication

Audience

Who is your audience?

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Speaker/writer

What does your audience expect of you?

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Topic

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

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Genre

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

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Context

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

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Purpose

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

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