**CREATING A PACT FOR EFFECTIVE COMMUNICATION**

**EBERLY COLLEGE OF ARTS & SCIENCES, WEST VIRGINIA UNIVERSITY**

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**Purpose?**
- What is my main goal or purpose in this particular situation?
- Do I have any secondary purpose/s?

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**Audience?**
- Who is my main audience? What are their expectations?
- Who else might be reading, viewing, or listening to my message?

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**Conventions?**
- What delivery method is best suited to this situation? What are the conventions for the medium I have chosen?
- What other conventions do I need to keep in mind in terms of tone, style, documentation, or grammar?

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**Trouble?**
- What could get in the way of my goals?
- How can I anticipate and avoid trouble-spots?