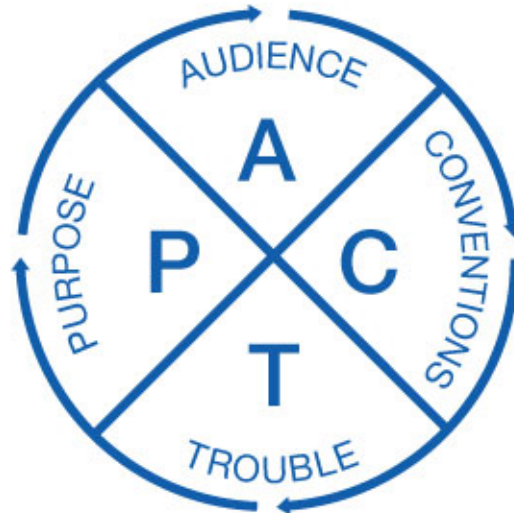


CREATING A PACT FOR EFFECTIVE COMMUNICATION

EBERLY COLLEGE OF ARTS & SCIENCES, WEST VIRGINIA UNIVERSITY



Purpose?

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

Audience?

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

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?

Trouble?

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