
Unit 401: Effective communication in business

Handout 16: Justifying the purpose and type of communication

In order to decide on the purpose and type of communication there are a number of key questions to ask:

1. **What** is the message?
2. **Who** is the intended audience? Who is the:
 - initial audience
 - gatekeeper
 - primary
 - secondary
 - watchdog?
3. Is the message **internal**? Is it:
 - upward
 - downward
 - lateral?
4. Is the message **external**?
5. What is the message trying to **achieve**?
6. What is the message trying to **solve**?
7. What is the appropriate **communication medium**:
 - verbal
 - written
 - electronic
 - visual?
8. What **medium** would the intended audience **expect** this message to use?
9. Should the communication be **informal**?
10. Should the communication be **formal**?