

Checklist: Questions for Planning a Message

Knowing Your Purpose

Informative	Persuasive
What is the importance of the information?	What is the importance of the topic?
What specific information gap do I want to fill?	What do I want the audience to think, feel, and do?

Knowing Your Audience

- Who is my audience?
- What do audience members know about the topic?
- What is their attitude toward the topic? Do they have any biases related to the topic?
- What is their attitude toward me?
- What is my attitude toward the audience?

Using Reason in the Message

Informative Communication

- What information does the audience need to know to achieve your purpose?
- What is the most logical way of presenting the information?

Persuasive Communication

- What arguments can you make to achieve your purpose?
- What evidence do you have or need to support your arguments?

Using Emotion in the Message

- What are the audience's feelings about your purpose?
- What audience feelings can help you achieve your purpose?
- How can you elicit these feelings?

Using Character in the Message

- What is the audience's attitude toward your character?
- What do you want their attitude toward your character to be?
- How can you move your audience to the desired attitude?