Checklist: **Analyzing a Communication Situation**

Three Basic Questions for Analyzing a Situation

Question	Explanation of the Question
Why?	Purpose: What I want to accomplish by communicating
Who?	Audience: The people I will be communicating with
How?	Message: The content I communicate to the audience

Why? Knowing Your Purpose

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

Checklist: **Analyzing a Communication Situation** (Continued)

Who? 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?

How? Using Reason in the Message

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

Persuasive Communication
- What arguments can I make to achieve my purpose?
- What evidence do I have or need to support my arguments?
- What assumptions am I making? Are they acceptable to the audience?

How? Using Emotion in the Message
- How do audience members feel about my purpose?
- What audience feelings can help me achieve my purpose?
- How can I elicit these feelings?

How? Using Character in the Message
- What is the audience's attitude toward my character?
- What do I want the audience members' attitude to be?
- How can I move my audience to the desired perception?

Choosing a Channel of Communication
- What channel is best for my purpose?
- What channel is best for my audience?
- What channel is best for conveying information or making an argument?
- What channel is best for an emotional impact on the audience?
- What channel is best for me?