## What Good Speakers, Writers, and Representers do **Before** Speaking, Writing, and Representing

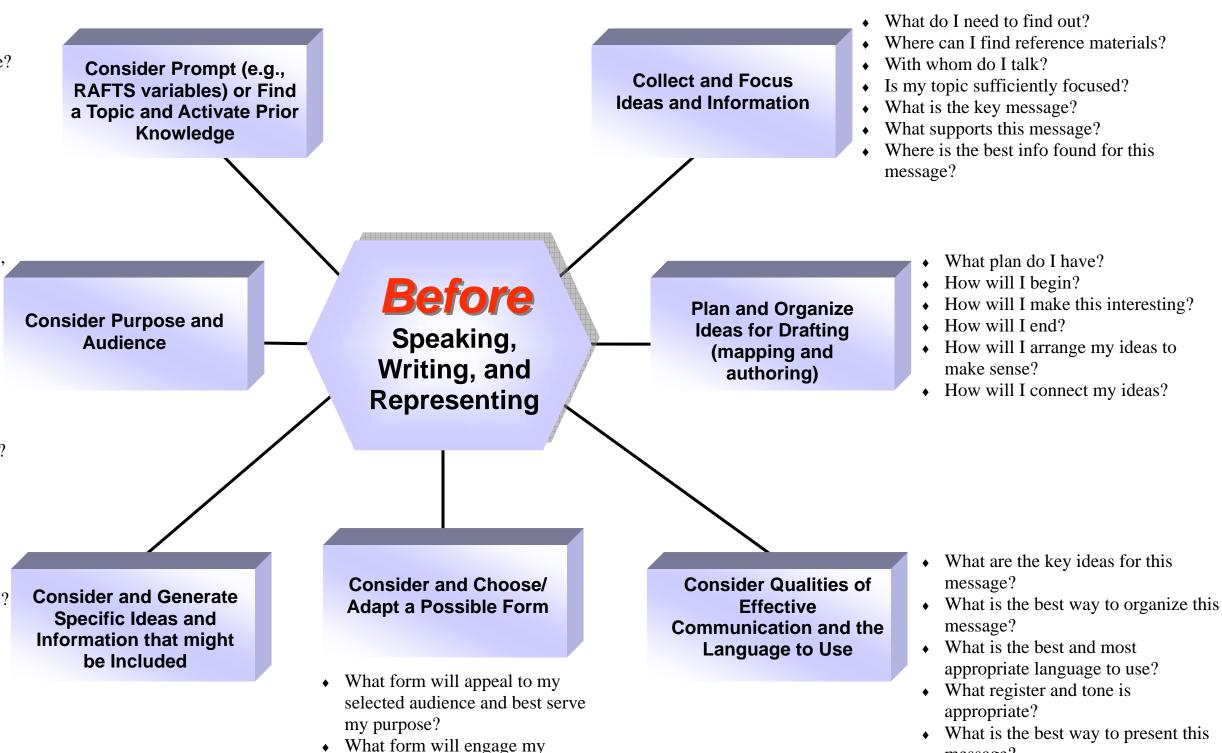
audience?

• What shape will that form take?

How could the ideas and

information be organized?

- About what am I speaking, writing, or representing?
- What do I know about this topic?
- What message do I need to communicate?
- What questions need to be answered?
- What is my role or point of view?
- What do proficient speakers, writers, representers do to create quality texts?
- For whom am I speaking, writing, or representing?
- What do I know about my audience (e.g., age, interests, needs, gender, background)?
- Why am I speaking, writing, or representing?
- What is my purpose (convince, persuade, defend,...)?
- What am I trying to do in this communication?
- Should I use a formal or informal stance?
- What do I know and need to know about the topic?
- What types of information (e.g., data, anecdotes, visuals) will appeal to my selective audience and serve my purpose?
- What are the specific ideas that I need to include?
- What points need to be made?
- Where will I find missing or additional information?



message?

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