SPEAKWRITE™

PACT and the Known/New Contract*

The **trouble spots** include anything that can keep you from effectively conveying your purpose, accounting for your audience, and carrying out appropriate and necessary conventions. Use the checklist below when you have completed your assignment.

Types of Audiences to Consider:

1. Primary: The audience the communicator intends to influence.
2. Secondary: The audience that the primary audience turns to for advice.
3. Tertiary: The unintended audience.

Consider your primary audience's:	Check the most important (for your text)	Explanation
Age		
Gender		
Ethnicity		
Level of education		
Sexual orientation		
Class		
Upbringing		
Place of living		
Place of work		

Emotional status (tired, angry, receptive, …?)		
Past experience with topic/issue/matter.		
Values/beliefs/commitments relative to topic/issue/matter.		
Self-identity: the kinds of relations people see themselves having with others.		