

Communication Preparation: General Points

Possible aims, goals and objectives:

Inform/Educate – Present facts, research findings, or concepts clearly.

Persuade/Argue – Convince an audience of a viewpoint using evidence.

Analyse/Interpret – Break down complex ideas and provide insight.

Critique/Evaluate – Assess theories, arguments, or methodologies.

Demonstrate Understanding – Show mastery of a subject through well-structured communication.

Contribute to Academic Discourse – Add original insights to scholarly conversations.

Clarify/Explain – Make difficult concepts more accessible.

Summarize/Synthesize – Combine multiple sources into a coherent overview.

Encourage Discussion – Stimulate debate or dialogue among peers.

Report Findings – Present research results formally and concisely.

Instruct/Train – Provide clear guidelines or tutorials for tasks.

Persuade/Influence – Encourage decision-making in a workplace context.

Collaborate/Coordinate – Ensure teamwork and efficient information sharing.

Negotiate/Mediate – Resolve conflicts or reach agreements.

Promote/Market – Enhance visibility of a product, idea, or service.

Document/Record – Maintain accurate reports, emails, or meeting minutes.

Network/Build Relationships – Establish professional connections and networking.

Enhance Reputation – Present oneself or an organization positively.