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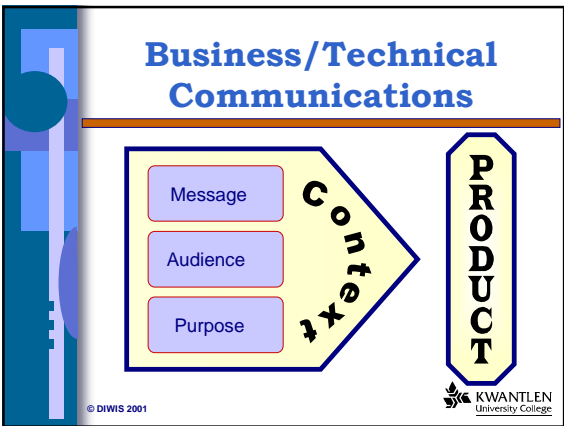
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- ### Context
- Personal relationships
  - Time, place, weather, etc.
  - Situations, circumstances of influence
  - Internal & External Interference
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## Message

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- Situation overview
- Principal facts, issues, questions
- Significant details
- Primary and secondary?

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## Audience

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- Identification critical for technical communication
- *Receiver* in transactional model
- Primary: principal, immediate
- Secondary?

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## Purpose

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- Motivation
- Expectations
- Audience response
- Type:
  - \* Inform      \* Persuade
  - \* Describe   \* Instruct

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## Product

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- **Shape of communication**
  - Physical (document)
    - Memo, letter, presentation, e-mail, etc.
  - Job (function)
    - Summary, proposal, etc.
  - Transmission vehicle

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## CMAPP Questions (1)

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<ul style="list-style-type: none"> <li>• <b>Context</b> <ul style="list-style-type: none"> <li>– Underlying /surrounding situation?</li> <li>– Impact on audience response?</li> <li>– Relationship with audience?</li> <li>– Other relationships of consequence?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Message</b> <ul style="list-style-type: none"> <li>– Precise facts?</li> <li>– Independent / segment?</li> <li>– Everything?</li> <li>– Specifics needed / wanted?</li> <li>– Secondary?</li> <li>– Sequence?</li> </ul> </li> </ul>
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## CMAPP Questions (2)

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<ul style="list-style-type: none"> <li>• <b>Audience</b> <ul style="list-style-type: none"> <li>– Who, precisely?</li> <li>– Already know?</li> <li>– Need / want to know?</li> <li>– Level of technicality?</li> <li>– Favorable?</li> <li>– Benefits?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Purpose</b> <ul style="list-style-type: none"> <li>– Rationale?</li> <li>– Expectations?</li> <li>– Type?</li> <li>– Requested?</li> <li>– Action request?</li> <li>– Deadlines?</li> </ul> </li> </ul>
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## CMAPP Questions (3)

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- **Product**
  - Write? Phone? Visit?
  - Shape: physical?
  - Shape: job?
- **Format / Professionalism?**
- **Ensuing changes to Context, Message, Audience, Purpose?**

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## CMAPP Strategy

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<p><b>1. Identify Basics</b></p> <ul style="list-style-type: none"> <li>– obvious context (what influences?)</li> <li>– basic message (what do you want to say?)</li> <li>– primary (immediate) audience: to whom?</li> <li>– primary purpose (why? what is goal?)</li> </ul> <p><b>2. Analyze Audience</b></p> <ul style="list-style-type: none"> <li>– Primary (immediate)</li> <li>– Secondary (positive/negative ripple effect?)</li> </ul>	<p><b>3. Re-evaluate Purpose</b></p> <ul style="list-style-type: none"> <li>– Short-term, intermediate, long-term (inform, persuade, etc.?)</li> </ul> <p><b>4. Re-evaluate Context</b></p> <ul style="list-style-type: none"> <li>– As audience and purpose analysis develop, watch for additional influences on "product setting"</li> </ul> <p><b>5. Re-evaluate Product</b></p> <ul style="list-style-type: none"> <li>– Appropriateness and professionalism?</li> </ul>
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## CMAPP Complementary Attributes

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- **5WH:** Who? What? When? Where? Why? How?
- **KISS:** Keep it simple, stupid...
- **ABC:** Accurate ❖ Brief ❖ Clear
- **CFF:** Content ❖ Form ❖ Format
- **CAP:** Concise ❖ Accessible ❖ Precise

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