Strategic communication =

Thinking purposefully about your message, which will allow you to

◆ Interact effectively with others ◆ Achieve your goals
A communication strategy requires analyzing certain variables...
... and then making certain decisions

Content  →  Structure
Structure can be relatively direct or indirect

<table>
<thead>
<tr>
<th></th>
<th>Direct</th>
<th>Indirect</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Informative</strong></td>
<td>Main points followed by subsidiary points</td>
<td>Subsidiary points preceding main point</td>
</tr>
<tr>
<td><strong>Persuasive</strong></td>
<td>Recommendation backed by arguments</td>
<td>Arguments leading to recommendation</td>
</tr>
</tbody>
</table>
and then making certain decisions
Think about cognitive processing constraints when deciding on structure.
The rhetorical situation can also affect structure

- Low Involvement → High Structure
  - Positive Bias → High Credibility → Low Structure
  - Negative Bias → Low Credibility → High Structure

- Direct Structure
- Indirect Structure
To decide on a structure, you need to balance factors

Cognitive Processing Factors

Factors affecting general audiences
- Memory curve
- Cognitive framework

Rhetorical Factors

Factors affecting specific audiences
- Audience bias
- Audience involvement
- Context

Communication for Managers