

NCA LOC #4: Create messages appropriate to the audience, purpose, and context.

- Locate and use information relevant to the goals, audiences, purposes and contexts
- Select creative and appropriate modalities and technologies to accomplish communicative goals
- Adapt messages to the diverse needs of individuals, groups and contexts
- Present messages in multiple communication modalities and contexts
- Adjust messages while in the process of communicating
- Critically reflect on one's own messages after the communication event

**Specific communication skills (mapped with policy in mind).**

<b>Skill</b>	<b>Examples</b>	<b>Oral</b>	<b>Written</b>	<b>Digital</b>	<b>Current Feedback?</b>	<b>Measurement possibilities</b>
Central position/message construction.	Advocacy/case writing. Counter-advocacy/Negative strategy writing. Opening constructives.	2	3	2	Win/loss. RFD. Coach.	Central Message ballot score.
Cross-examination.	Asking questions. Answering questions.	3	1		Win/loss RFD. Coach.	Listening ballot score.
Position development and defense.	Case extensions. Block-writing. Second constructives.	3	3	2	Win/loss RFD. Coach.	Central Message ballot score.
Direct refutation and comparison.	Middle rebuttals.	3	1		Win/loss RFD. Coach.	
Framing/crystallization and evaluative communication.	Final rebuttals	3			Win/loss RFD. Coach.	Central Message ballot score. Listening ballot score.
Organization.	Sequencing content within messages. Oral labels and structure.	3	3	1	Win/loss RFD.	

	Signposting and audience instruction.				Coach.	
Listening	Flowing Asking/answering questions	3			Win/loss. Coach.	Listening ballot score.
Delivery	Confident and polished expression. Comprehensibility Engaging and moving.	3			Win/loss. RFD. Coach.	