

Analyze the situation

i. Occasion

- ✓ The occasion is the purpose and context of the presentation.
- ✓ To understand the occasion, speakers should consider the purpose for the presentation and adapt the message to fit the goal.
- ✓ A speaker who doesn't consider audience expectations about the purpose is likely to fail.
- ✓ Context - Context involve what happen before and after your presentation

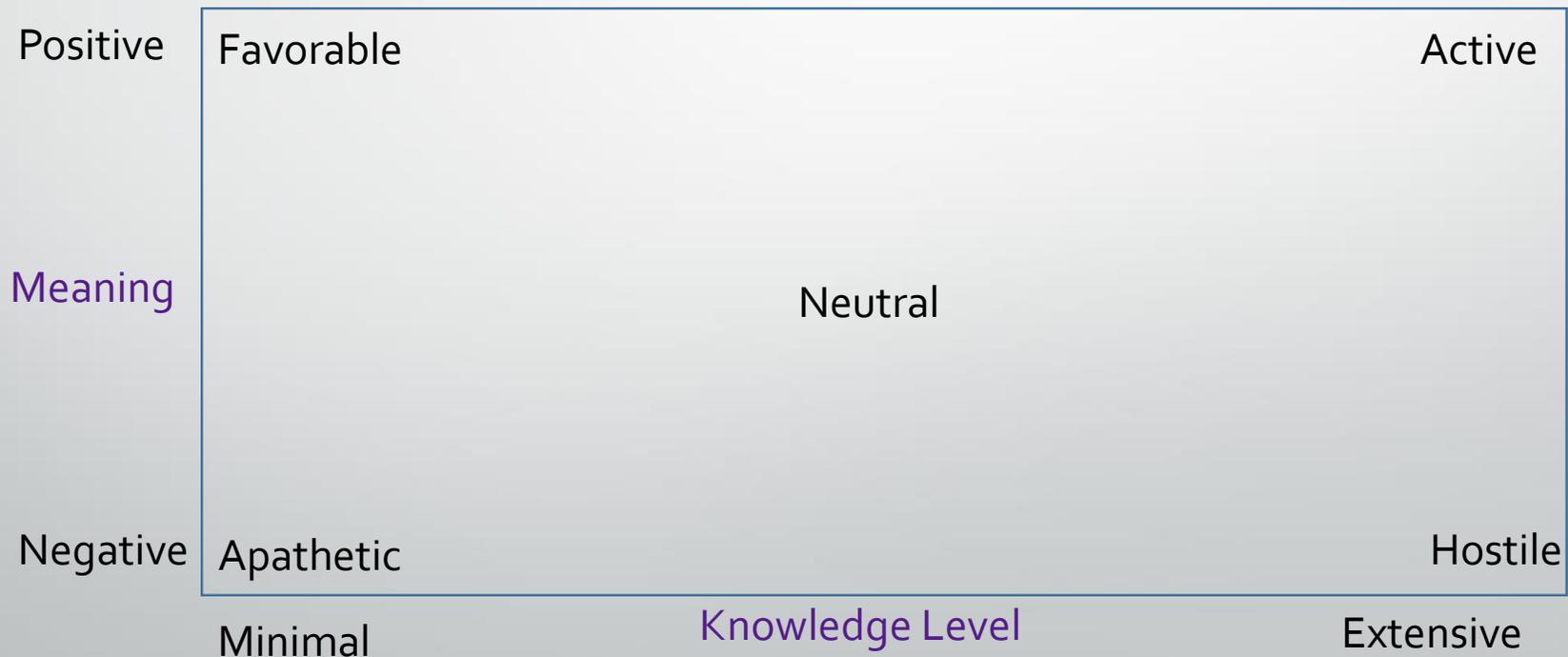
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Analyze Listener Characteristics

b. Meaning for the topic

- Speakers should know the meaning the audience assigns to the topic.
- An audience's meaning for the topic is their interpretation (**positive, negative, neutral**)
- Once speakers know about the audience interpretation, it is possible to choose specific adaption strategies

The Matrix of audience



Strategies for adapting to specific audience

Type	Content	Structure	Delivery
Neutral	<ul style="list-style-type: none"> • Explicitly state credibility • Emphasize the urgency and relevance of the topic to the audience • Develop examples that indicate the relevance of the topic to the audience • Demonstrate fairness to both sides of the issues • Support arguments with vivid examples and illustrations 	<ul style="list-style-type: none"> • Include counterarguments and refutations • Initiate a question-and-answer session • Close the speech by emphasizing the "pro" arguments 	<ul style="list-style-type: none"> • Be enthusiastic and energetic
Active	<ul style="list-style-type: none"> • Focus on concrete actions the audience can take 	<ul style="list-style-type: none"> • Use a structure that emphasize action • Use a conversational, interactive style 	<ul style="list-style-type: none"> • Use a structure that covers refutations strategies • Interactively work with audience to develop refutations
Hostile	<ul style="list-style-type: none"> • Establish common ground • Don't alienate the audience with credentials • Cite the sources of statistics and testimony • Use sources the audience considers fair and credible • Use reluctant testimony 	<ul style="list-style-type: none"> • Move from areas of agreement to areas of disagreement • Use the balance structure • If possible, omit the question-and-answer session 	<ul style="list-style-type: none"> • Exhibit calm confidence • Avoid overt enthusiasm for your position • Maintain eye contact

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