Connecting to Your Audience

- Develop common ground
  - Use personal pronouns: we, you, our
  - Ask rhetorical questions
  - Share common experiences
  - Personalize information

- Build and maintain audience interest
  - Be Timely: give them information they can use now
  - Be Serious: give them information that has a physical, economic, or psychological impact on them
  - Be Vivid: Give them information that arouses the senses
  - Use Proximity: give them information that has a relationship to each person’s own space

- Relating to the audience’s level of understanding
  - Orientating Listeners: review basic facts before presenting information
  - If the audience already knows the information, they will see the preview statement simply as a reminder, not an insult
  - Present new information to audience members that ensures continued learning and understanding
  - You can present information by defining, describing, exemplifying, and comparing

- Reinforcing or changing audience attitude toward you or your topic
  - Predict if the audience members will act positively/negatively/neutral to the speech topic
  - If you as the speaker thinks the audience is uninterested or views the topic as unimportant, you need to change their minds early in the speech
  - Practice patience, articulation, and slower speaking

- Relating information visually
  - Visual aids you can carry and create: yourself, objects, models, photographs, films, slides, etc.
  - Variety of different visual aids: drawings, maps, charts, and graphs
  - Showing visual aids: handouts, marker/chalkboard, overhead transparencies, and computer based visual aids