

# Summary

[Linguistics](#), [English](#)



Chapter; Summary al affiliation) Summary; Chapter three There are various ways in which the audience can be persuaded by the presenter. As a technical communication student, I believe that the source of information that is being directed toward the audience has to be linked to an existing evidence or source. The common type of evidence that can be applied by the speaker includes statistics, relevant examples, factual statements as well as expert testimonies. According to my instructor, a factual statement is something that can be demonstrated through experience, observation, measurement and research. Based on statistics, the presenter should be able to cite numbers (Grier, 2008, pg 49). Numbers are more convincing since readers and audiences often focus on profits, losses, savings and costs. The numbers provided ought to be easy, trustworthy and accurate. In addition, the presenter should be able to cite the source of information for reference purposes. Utilization of examples in the presentation helps the audience to remember and visualize the point. Examples enabled the presenter to show the audience, the meaning of the information. Associating the presentation or research to expert opinions lends credibility and authority to any claim. The presenter should remember to cite the expert during presentation of the information.

A presenter requires something more than evidence to change the minds of the audience. The presenter has to appeal to common goals and value of the presenter. In business organization for example, the presenter is required to identify common goals and appeal to them in order to convince other employee. The goals of people are often shaped by their values: honesty, loyalty, friendship, fairness and equality. In addition, the presenter should

also appeal to the shared values (pg 51). A speaker or presenter should also consider the cultural context when passing information to the audience. This is because; reaction to persuasive appeals can be determined by the values and custom of a certain culture. Understanding the culture of the audience is quite significant as it might differ in people's willingness to criticize, debate, or express emotions and disagreement. Additionally, cultures may also differ in their attitude towards technology, business, competition as well as the role of women at their place of work. Grier (2008, pg 53), states that, 'primacy of face saving is one of the key values in all cultures. It is the act of preserving an individual's outward dignity and prestige'. Presenters should ensure they pay attention to situations that makes the audience to lose face. They should avoid embarrassing and offending their audience by utilizing blatant criticism, ignoring their customs or trivializing their values. Insulting the audience only brings the interaction to an end.

The other issue that a presenter should be able to consider is to analyze the situation. They should first evaluate the political climate. Presenters should expect fallout when reporting issues that people do not want to hear about. The presenter should be able to decide on a connection, learn the unspoken rule and anticipate on the reaction of the audience. A presenter should also develop a credible and precise plan by doing their homework; consider cultural context, thinking their ideas through and never asking or making claims for something that people will end up rejecting outrightly (Grier, 2008, pg 54).

The presenter should then prepare their argument by avoiding an extreme persona, being clear about what they want as well as finding points of

agreement with their audience. Additionally, the presenter should never distort the position of the audience, avoid criticizing, stick to their best material as well as try to concede something to their opponent (Grier, 2008, pg 55). The presenter should have to seek second opinion before presenting the document. Moreover, he/she has to decide proper format, decide on appropriate medium as well as get the timing right. The presenter should also prepare a copy for the audience, know when to back off, avoid being defensive about negative reactions and invite responses from all those present.

#### Reference

Grier, D. (2008). Know Your Audience. *Computer*, 41(5), 6-8. doi: 10.1109/mc. 2008. 160