

Presentation essentials

Business



Presentation Essentials Rhetorical Triangle refers to the dynamic relationship between the speaker, the audience, and the circumstances of a presentation or speech. It establishes the success of a speech or a presentation. When a speech relatively executes the three basic elements of the speaker, the audience, and the situation the Rhetorical Triangle is efficiently complete. A speaker should relevantly relate all these three elements to achieve a good result. The three elements together depict a triangle.

The speaker element entails the speaker putting across “ an oral message to the listener” (Kinneavy et al, 1992, p. 87). To effectively achieve this, it is important for the speaker to believe in his/her message so that the listeners are convinced of what is being said. During the message, the speaker’s state of mind is translated to the viewers. It’s also important that the speaker possesses “ personal credibility” to earn the viewers respect. The speaker’s personality affects the situation and the audience directly. His/her enthusiasm, proficiency, predispositions and deliverance aside influencing the environment also have a direct effect on the viewers’ percussion of the message.

The audience element refers to the people who will view the presentation delivered by the speaker. The speaker must consider the audience element relevant in order to avoid the receivers of the message being disconnected from the message. There must exist an effective relationship between the speaker and the audience, which is successfully created by conducting research about the audience. This research should consider the audiences motivating factors, biases and enjoyments. Depending on the variation in each audience, the speaker must adjust the message style too enable listeners to relate to the message effectively (Lucas, 2009).

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Diverse approaches require to be taken depending on the audience the message is being delivered to. The audience at an informative speech is much more likely to have an open mind and ready to learn attitude whereas that at a persuasive presentation might previously have their own outlook on the topic. This might make it harder for the presenter to gain their trust.

The situation is the grounds on which the speaker is delivering the presentation . it is vital since along with the presentation, the place to have it and how to set up the most effective situation from the speaker.

Mr. Smith begins his presentation by introducing himself and what the presentation is all about He explains why the topic he's about to talk about (interviews) is important and how to go about them. His presentation is accompanied by pictures and strips of messages displayed below the screen to capture the audience attention. However, he maintains good eye contact with his viewers and makes effective uses of gesture to explain his concepts. He successfully employs the three elements of Rhetorical Triangle in the delivering of his message.

Mr. Jonathan' s presentation contains audio in the background during the whole presentation making what he had to say difficult to listen to. He appeared nervous and was not properly and clearly delivering his words to the audience.

Mr. Smith's presentation was more effective than Mr. Jonathan' s, making good use of all the three elements of Rhetorical Triangle.

References

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