

Essay on connecting with audience

[Sociology](#), [Communication](#)



Communication

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As a whole, how did these speakers connect with the audience to build rapport and enhance credibility? Were there similarities in their methods? The speakers ensured that they had a good understanding of their audience as well as the prevailing events in the audience' setting. They then opted to use the direct structure method to deliver their messages. This method of speech delivery, typical in official functions, enabled the speakers to have their audiences' attention and cooperation. For instance, both Suzuki and Andreas were very enthusiastic and seemed to own the points they drove home. From their fine yet authoritative tones to their rhythmic pauses of emphasis, they commanded significant control of their audiences. Reagan and Kennedy cited slogans, in German language, to which their audiences subscribed. In all cases, the speakers enjoyed their audiences' attention and their messages were delivered.

Speech structure

How were the speeches structured? What were the positive and negative effects from this structuring?

The speeches were structured using a direct structure method. The speakers delivered their points by, first, highlighting their recommendations. They then supported their recommendations with various illustrations. In the process, they engaged the audience in identifying with their supporting points. For instance, both Kennedy and Reagan quoted some slogans in German to the amusement of their German audience. Finally, these speakers

then reiterated their key points to ensure that their message was delivered. One of the positive effects of the direct structure of speech is that it draws the attention of the audience. After introducing one's recommendation, the audience becomes eager to learn what justification and support will be there to prove it. One negative effect of directly structured speech is that should your recommendation not be plausible to the audience, you may end up losing their attention and cooperation.