

Evaluation of video briefing of susan rice

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Indeed, there were attacks, she seems to understand the situation, and hence she is brief and clear in her response to sum up the whole story. Susan Rice answered questions precisely and is keen in choosing her words and the extent to which she expresses them (cbs. com). She is convincing and credible enough that what she says can be taken to be nothing from the truth; she seems to understand what transpired and what is being done now. She mentions that FBI agents are on the ground to carry out preliminary investigations and give substantive finds of what exactly led to the attacks on the American embassy. Susan employs non-verbal behavior by gesturing her hands as a sign of emphasizing and showing the courage that she indeed understands the situation better. She delivers her statement emphasizing on key points such as were indeed the attacks spontaneous or preplanned (cbs. com). Susan is confident and stern in her statement and does not seem to contradict herself at any point during the interview. Based on the above assessment I consider Susan's Rice briefing a model of clarity and effectiveness and an outstanding example of effective media briefing.