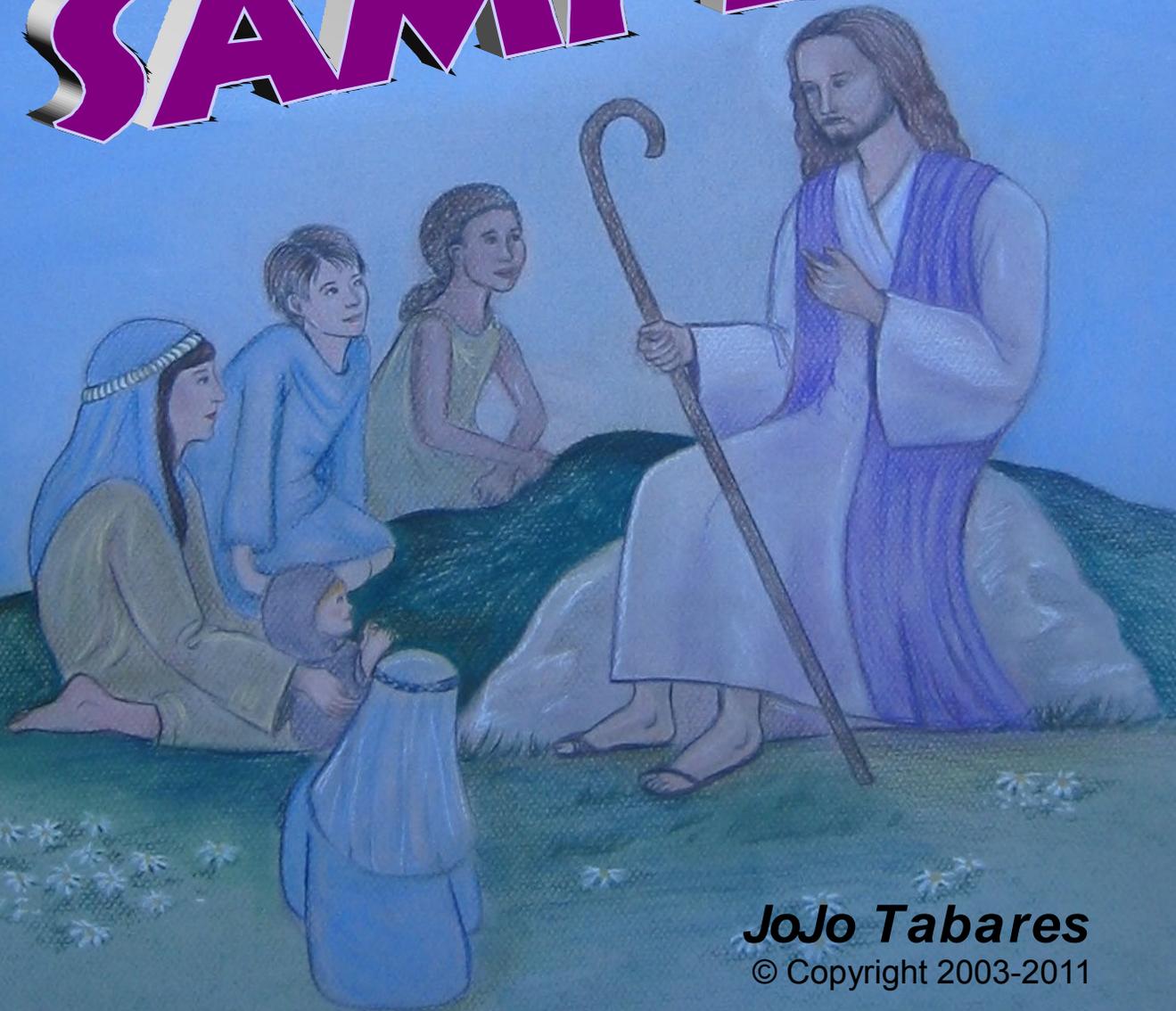


Know Your Audience
A Study in Listening and Persuasion Skills

SAMPLE



JoJo Tabares
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Course Outline

How to Use This Study

Some Thoughts Before We Begin

Week 1 Introduction

Week 2 Assignment 1: Conversation with a Friend

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Week 4 Assignment 3: Letter to a Friend

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Week 7 Assignment 6: Speech to a Large Audience of Christian Moms

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Appendix

For more information, visit <http://www.ArtofEloquence.com>

How This Study Works

Know Your Audience is an 18 week (one semester) study of persuasion and is set up as a weekly study where each week builds upon the last. Your student will be required to “invent” a new product or service and persuade the audience outlined each week of the benefits of his/her product/service. In each case, your student will have to take into account the above mentioned characteristics of their audience to see how best to present their ideas. Not only will they have a chance to persuade a different type of audience, but they will gain experience using different forms of communication both oral and written. Encourage your student(s) to be creative and have fun with it!

Some audiences may not be appropriate for your student’s “invention” and, in this case, your student will be expected to either cut out the information that is inappropriate (say for an audience of 5 yr olds) or explain to you, the teacher/parent, why this product/service is not appropriate for the audience. Could the communication about this new product or service be adapted for the audience in some small way? You will get the opportunity to discuss this with your student in some detail.

We begin the lessons with the less formal forms of communication and move to the more formal and complicated forms later on in the study. In the beginning each audience and method of communication is only slightly different from the last in order that the changes necessary will be minor at first. Later on the changes in the audience and mode of communication become more drastic in order to give your student more of an opportunity to use the skills being cultivated.

This study is written especially for Junior High and High School students. However any child who has completed Say What You Mean or is familiar with its concepts will be ready for this course. There are some higher level vocabulary words deliberately put into the study. Encourage your student(s) to look up any words they are not familiar with as they come across them. This will only serve to increase your student’s vocabulary and, thus, his/her ability to communicate.

Grading may be more subjective with this type of study than with other subjects that have objective ways to show mastery. Communication skills require time and practice. The exercises in this study are experiential in nature and therefore, more subjective. I have created a grading scale for those parents (like me) who prefer to give a letter grade.

“A” –If you feel that your student has mastered the assignment or the whole class.

“B” –If you feel that your student has completed the assignment/class well.

“C” –If you feel that your student has completed the assignment/class.

“D” –If you feel that your student has had some trouble with the assignment/class.

“F” –If you feel that your student has had much trouble with the assignment/class.

A general oral evaluation sheet is provided for you in the appendix section of the book.

Some Thoughts Before We Begin

“You can have brilliant ideas, but if you can’t get them across, your ideas won’t get you anywhere.” -Lee Iacocca

“The finest words in the world are only vain sounds if you cannot understand them.” Anatole France

This study is dedicated to your success in making your thoughts and feelings known so that you can achieve all that God desires for you. He has given you abilities and dreams and aspirations. What He gives you, He gives for a reason. If you lack the skills to be able to use your gifts to serve Him, you lose some of what the Lord had intended for you. Take the time this semester to learn to express your ideas in such a way that each of God’s children will be able to hear what you say.

“Communication is all anyone ever gets paid for ultimately...and if you cannot effectively communicate you will pay...not get paid!” Doug Firebaugh

Your success depends upon your ability to get your thoughts and ideas across to others whether that is to persuade someone to buy a product you sell or to hire you as an accountant. Communication is important in everything you do from persuading your boss to give you a promotion or a raise to persuading your spouse that the furniture they like is too expensive a purchase.

“The right to be heard does not automatically include the right to be taken seriously.” Hubert Humphrey

People ask “Just hear me out!” and they may have that right before action is taken either against them or in their favor. However, how you communicate has consequences and if you present yourself in a way that does not inspire confidence in your ideas, you will not obtain your desired result. Many times it is not what you say, but how you say it that will make or break a persuasive argument.

“When written in Chinese, the word ‘crisis’ is composed of two characters-one represents danger, and the other represents opportunity.” John F. Kennedy

“Honest disagreement is often a good sign of progress.” Gandhi

“The true spirit of conversation consists in building on another man’s observation, not overturning it.” Edward Bulwer-Lytton

Many times God’s blessings are wrapped in difficulty. Remember that if you encounter a challenge or opposition to your idea, as you persuade your audience, you may unwrap a staunch supporter. The key is in openly engaging in an exchange of ideas where one builds upon the ideas of the other. When you tear down an idea, you tear down the spirit of he who uttered it and thus his mind is closed to lick the wounds you have inflicted.

“Kind words can be short and easy to speak, but their echoes are truly endless.” Mother Teresa

It takes so little effort to bless someone with a kind word of encouragement and very often your words, long forgotten by you, are remembered for a lifetime by the one who heard them.

For more information, visit <http://www.ArtofEloquence.com>

“A word is dead when it is said some say. I say it just begins to live that day.” Emily Dickenson

The words you speak have consequences long after you speak them. Once said, words have a life of their own and your words may, years later, be a blessing or a curse to those who have heard them.

“Words represent your intellect. The sound, gesture and movement represent your feelings.”
Patricia Fripp

“If you wish to know the mind of a man, listen to his words.” Chinese Proverb

Everything you say and how you come across as you say it will show others your character, your compassion and your heart. It is vitally important that your body language be congruent with your words. At times you will find that it may even take precedence over the words you use. People are usually willing to forgive a poor choice of words, but are usually unwilling to forgive what they believe are bad intentions on your part.

Here are some of my articles you might want to read before you get started:

1. Communication Assessment Quiz <http://artofeloquence.com/articles/communication-quiz/>
2. How to Listen So People Will Hear You <http://artofeloquence.com/articles/how-to-listen/>
3. 7 Habits of Highly Successful Communicators <http://artofeloquence.com/articles/7-habits/>
4. ABCs of Effective Communication <http://artofeloquence.com/articles/abcs/>
5. Six Ways to be a Bad Conversationalist <http://artofeloquence.com/articles/bad-conversationalist/>

Communication Thoughts:

1. “A word fitly spoken is like apples of gold in pictures of silver.” –Proverbs 25:11
2. Everyone needs to learn to express their ideas and thoughts well. The better you are at conveying your meaning to others, the more effective you will be in your relationships, your career and your testimony about our Lord and Savior.
3. There is no perfect or right way to persuade, but there are general rules and tips that will increase your chances of effectively communicating to your target audience.
4. It takes a lot of practice to be an effective communicator. Each step along the way is an accomplishment that gets you closer to that goal.
5. Everyone learns at a different pace. Each student should not measure him or herself by another, but only by how far he or she has come.
6. I suggest that you set aside one day a week to do your week’s reading, for example, Monday. That way you have the rest of the week to do your exercises.
7. This is not a language course. There will be only some mention of spelling, punctuation, vocabulary and grammar. This is not to say that these things are not important. Your language skills in these areas will only increase your ability to persuade an audience. However, the focus of this study is on communication and, therefore, we will discuss these things only as it relates to your ability to make your point.
8. Consider forming a communication or speech co-op class so that your student(s) may have the added experience of performing their mini speeches in front of a group of their peers. If you have any questions about starting up or running a class, you may contact Art of Eloquence for help and ideas.
9. Check JoJo’s blog for some additional communication lessons, tips and fun each day.
<http://artofeloquence.com/blog>

NOTE: The following is a sample lesson from *Know Your Audience*. To order the full version, click here: <http://artofeloquence.com/store/elementary/KYA>

For more information, visit <http://www.ArtofEloquence.com>

Week 9: Radio Interview

"The heart of the wise teacheth his mouth, and addeth learning to his lips." -Proverbs 16:23

Assignment 8:

Evidently, all of your communication and your radio ad paid off because this week you have been asked to do an interview on the Bob Smith radio show. You will have to change your communication substantially because your audience is mostly single men and you are not doing a one sided communication. This is an interview so be ready with the answers to any possible questions Bob Smith could come up with. This will again, be a 3-5 minute interview on his show.

What you should know about your audience?

1. Your audience is now almost exclusively men!
2. Let us say that the show has the same audience as last week's radio spot did.
3. This radio show reaches mostly single men from 19-45.
4. The radio station says that their listeners are mostly Christian, but not exclusively so.
5. The cultural beliefs of your audience may not be known to you.
6. Their values would probably be in line with their Christian faith.
7. Since this is a show for single men, most have no children.
8. Demographics reveal that the average income of their listeners is \$35,000-\$55,000/ yr.
9. The show is about starting your own business so most of the listeners are in some stage of doing so.
10. You will need to continue to appeal to the communication/personality styles of the average person or be middle of the road here.

What you might want to change about your communication?

1. Vocabulary: This would probably not change much from last week other than you would use more casual conversational language than dynamic sales vocabulary.
2. Examples: Use examples that single men would relate to. They are pro business and appreciate a good product or service. Give them examples of how their business will benefit from your idea.
3. Jargon: This would probably be the same as last week. Although men are generally more interested in technical details.
4. Quotes/Facts: These may be about the same as last week's ad but you will want to make sure that your examples relate to single men.
5. Issues: This would be essentially the same.
6. Body Language: Be careful not to play too much to the interviewer for this. While you will probably sound more animated over the radio if you are more animated in your body language, be aware that your listening audience will not be able to see you.
7. Dress: You would be better off to dress professionally even though your listeners will not be able to see you. It promotes a feeling of professionalism in you. You will, in turn, convey that to your audience even though they cannot see you.
8. Visual Aids: Don't worry about these. No one will see them.
9. Tone of Voice: Be calm, clear, upbeat and most of all be ready with answers to the potential questions Bob might ask.
10. Gestures: Again, this will only help you relate well to Bob.

For more information, visit <http://www.ArtofEloquence.com>

Tips for your Interview:

Make a list of questions that you think Bob may ask you and write out your answers and practice them. Here is a list of things that interviewers may ask someone who has a new product or service:

1. Tell us about your product/service.
2. What led you to develop this project?
3. How much does it cost?
4. How has it been received by the public?
5. How long did it take you to develop this?

Make sure you don't answer too quickly and that you speak in a moderate tempo to give your listeners a chance to comprehend what you are saying. You don't want to make it sound like a script, but a bit more like that first conversation you had with your friend. Don't be surprised if Bob has to hurry you along because he has to go to commercial!

Practice Exercise:

Now that you have some idea of what Bob will be asking you and you have prepared your responses, grab your partner (mom will do) and have her fire away! Don't forget your tape recorder so you can play it back later!

Evaluation:

Play back that tape! How did you do? Get some feedback from your parent/teacher who played Bob, but also play the tape for siblings or friends that were not there when you were interviewed and get their feedback! What went well? What could have gone better? What would have made it better?

Second Practice Exercise:

You guessed it! Do it again! It's actually fun being interviewed. I think it is much easier than doing an ad because all you have to do is answer the questions honestly and as fully as time allows.

Compare:

How did this version differ from your first interview? How did your interview differ from your other communication exercises? Which one was easier? Which one was more effective? Which one was more fun? What have you learned about communication so far that you didn't realize before? How can that help you communicate better in the future?

Helpful Resources for Parents of Jr/Sr High Kids

JoJo's Articles:

<http://artofeloquence.com/articles>

On this page of our site you'll find a collection of JoJo's best articles spanning various topics and all age ranges. This page is constantly being updated so check back often!

JoJo's Blog:

<http://www.ArtofEloquence.com/blog>

Communication FUNdamentals is posted several times a week with articles, tips, Friday Funnies and various other ingredients that allow parents to learn more about communication skills in a fun and creative way. You can subscribe to our RSS feed so you don't miss a post! It's a great way to gain insight for your young children!

FIMM:

<http://artofeloquence.com/fimm/>

Foot in Mouth Man is Art of Eloquence's mascot and resident MIScommunicator. He sticks his foot in his mouth so often he has Athlete's Tongue! FIMM has his own page on the Art of Eloquence site to amuse and confuse you and teach communication skills in a fun and creative way. Come see his video, his latest monthly misadventure and a few of his past episodes!

Newsletter:

<http://artofeloquence.com/newsletter/>

Subscribe to our monthly newsletter, What's New at Art of Eloquence for free gifts, exclusive offers, specials and advanced notice of new products as well as communication humor and much more! Many of these are ONLY available to our newsletter subscribers!

Art of Eloquence Catalog of Communication Studies:

<http://artofeloquence.com/store/index.php?route=common/home>

As they grow, your children will need more instruction in communication skills in order to attain mastery. Being an effective communicator will enhance your child's self-confidence, leadership skills, personal presence, interaction and enjoyment, understanding of others, ability to persuade and learning effectiveness. It will also help them in various aspects of their personal and professional life. Browse our communication studies for preschoolers through adults covering topics from speech and debate to leadership, defending the faith, politics, business and more!

Art of Eloquence

<http://www.ArtofEloquence.com>

For an overview of all the resources available from Art of Eloquence.

Customers who like Know Your Audience also like:

Know Your Audience

College Prep Pack

Say What You Mean Defending the Faith eStudy

Say What You Mean The Language of Leadership

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