

PERSUASIVE COMMUNICATION

MODULE - 2

HANDOUTS



Module 2 overview:

1. Understanding the audience
2. Basic components of a message
3. Science of scripting a message for the allotted time
4. Elements of an opening
5. Elements of a body
6. Elements of a conclusion
7. Analysis of good presentations
8. BERC Framework

Understanding the Audience

What to think about the audience while framing the message?

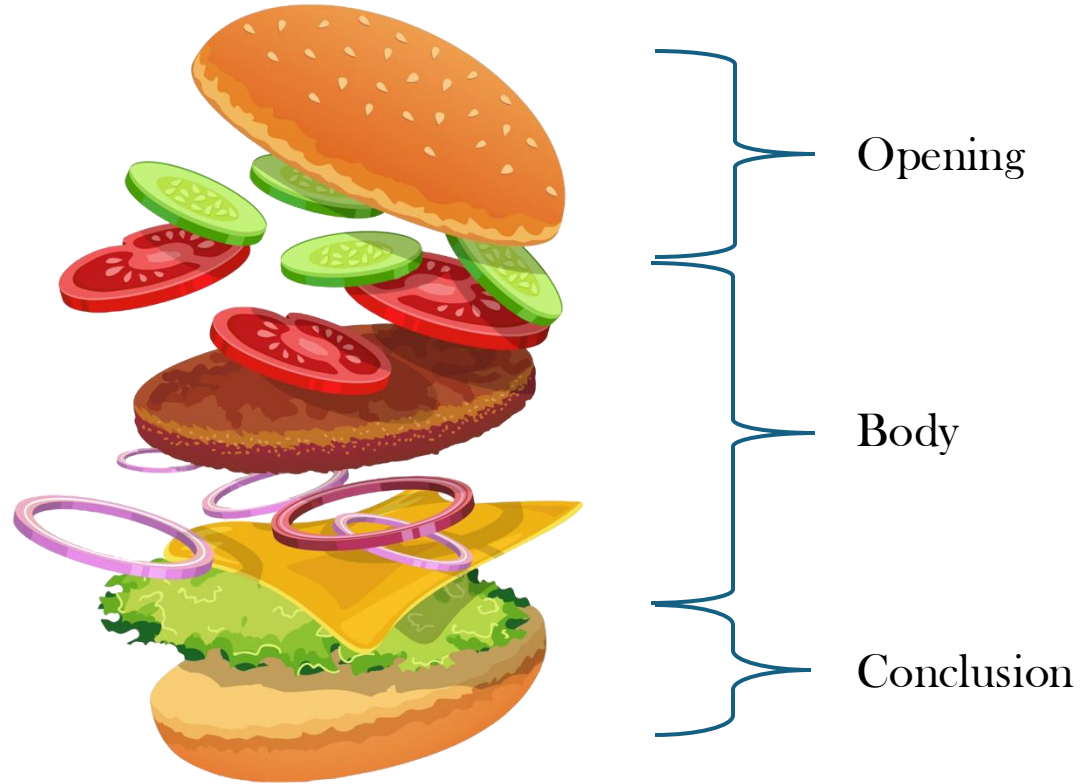
- What are their thought process?
- What kind of context your audience is operating in?
- What languages do they speak?
- Their ATTITUDES
- Their BELIEFS
- Their VALUES

Understanding the Audience

Types of Audience analysis

- Demographic analysis
(age, gender, cultural background,
prior knowledge)
- Psychographic analysis
(beliefs, values, habits, personalities)
- Situational analysis

Components of a Message



Science of Scripting a Message

Recommended speed of speech: **120 words/minute**

This speed gives a good buffer for errors

120 words/minute is easier

- To understand for non-native speakers
- To speak for people who are not comfortable with English
- To understand in online meetings

Elements of a Good Opening

How to capture the audience?

Greeting

Voice modulation to sound energetic

Say something that provokes the audience

Objective of an opening:

- Convey courtesy
- Get the audience to listen
- Set the context
- Give the audience an objective

Opening should be **short** and **crisp**

Elements of a Good Opening

What is the importance of a Context ?

- helps the audience to make a sense of what is coming up
- gives direction to the audience
- helps connect the audience to the discussion
- sets boundaries regarding what will be covered

Elements of a Good Body

Tips for creating your message body

- Be logical and coherent
- Do audience analysis
- Use signposting
- Check in with the audience/ use tie-ins
- Keep it short and simple
- Avoid jargons
- Summarize as you go forward
- Make sure that the audience is enjoying

Elements of a Good Conclusion

How to conclude your talk?

- Summarise everything that has been said
- Reiterate the objective
- Add a bit of emotional appeal

Elements of a Good Conclusion

| | |
|-----------------|--------------------------------|
| <u>BREVITY</u> | Crisp communication |
| <u>ENGAGING</u> | Captivating presentation |
| <u>RELEVANT</u> | Relatable/valueable content |
| <u>CLEAR</u> | Understandable to the audience |

