

Understand Your Media And Increase Your Impact

SOUND

Your Spoken Remarks

Listeners

Message for the ear

Words, vocal delivery

Earn Audience Attention

One chance to get your message across

Interactive

You determine pace

Audience is at your mercy

for organizing content

Audience feedback can be direct

Poor medium for presenting extended analysis or complex data

PRINT

Your Written Report

Readers

Message for the eye

Words, print, graphics

Readers are committed

Multiple readings possible

Not interactive

Reader sets pace

Readers can scan the

print to prepare a mind set

Audience feedback is remote

Good medium for presenting complex analysis or data

You are not an essay, a trade journal article or a PowerPoint presentation when making remarks at a meeting, speaking on the telephone or giving a speech.

Successful communicators know that including every technical detail in their spoken remarks in order to build support or credibility has a reverse impact on listeners: too many details in sound typically obscure, confuse, or clutter the key ideas they are suppose to support.

When your medium is sound consider using

Repetition to aid memory and insure comprehension

Signposting, internal summaries and previews to make the organization clear

One sound words and short sentences to keep the sound interesting and dynamic

Verbal colons and inserted questions to focus attention on the words you want remembered and repeated

Appreciate the spoken word and take advantage of its unique features. The rhythm and meter of speech aid memory. The physical immediacy creates a bond between speakers and listeners---your words should reflect this.

Written Style

As mentioned above . . .

One cannot avoid individuals with this characteristic

A hypothetical case in point might be a situation where government . . .

Subjects were randomly assigned to either a control group or one of three experimental treatment groups, pretested for initial attitudes toward the topic, then tested after each experimental group had received a persuasive message containing one of three levels of fear appeal.

Oral Style

As I said a few moments ago . . .

We can't avoid people like that

Imagine this. Suppose Sam walked into a government office . . .

Here's how we did the research. First, we randomly assigned the subjects to four groups. Next we gave all four groups a pretest to see what attitudes they held toward the topic. Then three of the groups heard persuasive messages. One had a high level of fear appeal, one a medium level and one a low level. Last, we post-tested the attitudes of all four groups, including the control group that received no message.
