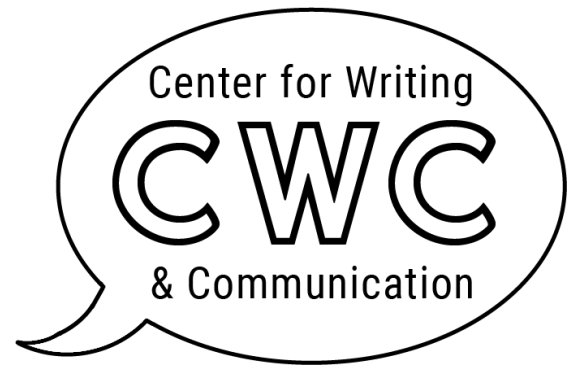


# Adapting to an Audience



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## Types of Audiences:

- *Friendly* audiences agree with your position in the paper.
- *Neutral* audiences either do not know about the topic, or do not care about the topic in the paper.
- *Hostile* audiences disagree with your position in the paper.

## Strategies for Adapting to an Audience:

- Friendly audience:
  - ◇ Clearly state the objective at the beginning of the paper.
  - ◇ Talk about the points that both you and the audience agree with.
  - ◇ Use emotional appeals and experience to reestablish the agreement that both you and the audience have on the topic.
  - ◇ Encourage specific or immediate action to further promote your position on the topic.
- Neutral audience:
  - ◇ Gain the audience's attention.
  - ◇ Relate the topic to the audience.
  - ◇ Find similar interests and opinions that your audience has about the topic.
  - ◇ Be patient and do not expect immediate responses from your audience.
- Hostile audience:
  - ◇ State your intentions at the end of the paper, not at the beginning in order to persuade your hostile audience to listen to what you have to say about the topic before the audience makes a judgement.
  - ◇ Do not ask for dramatic changes related to the topic because this will, once again, spark up judgement and cause the hostile audience to refute your argument.
  - ◇ Stress the areas of the topic that you and the audience agree on.
  - ◇ Acknowledge the hostile audience's point of view because it will show the audience that you know and understand their position.
  - ◇ Present both sides of the issue.
  - ◇ Establish your credibility, or describe how you know about your topic and what makes you want to have the position that you have about the topic.