

# The audience

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One of the basic elements to  
create a good presentation

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Who are you speaking to?

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Know your audience

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## Who is my audience?

- ◇ How many people am I speaking to?
- ◇ How old are they?
- ◇ What do they do for a living?
- ◇ Are they familiar with my topic? How familiar are they?
- ◇ How can I make sure that what I say is of interest to my audience?

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## Your audience determines...

- ❖ How **specific/technical** your speech should be
- ❖ Which parts of your speech you should **emphasize**
- ❖ Which **words** to choose
- ❖ Which **examples** to use
- ❖ Which/how much **data** to present



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## and further...

- ✧ Is my audience made up of **experts** or **non-experts** in this field?
- ✧ This will have effects on my use of:
  - ✧ **argumentation**
  - ✧ **terminology**
  - ✧ **examples**



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So.....**Before your speech**

**Know** your audience

- ✧ age, habits, desires, attitudes, expectations...

**Aim** your speech to that audience

- ✧ **tone and style** that 'matches' your audience

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and remember the basic questions...

✧ **Why are they here?**

✧ **What is it that my audience wants to hear from me?**

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## Have your audience in mind

- To choose the appropriate:
  - Words
  - Examples
  - Images
  - Data
  - ...

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## An example of style for different audiences

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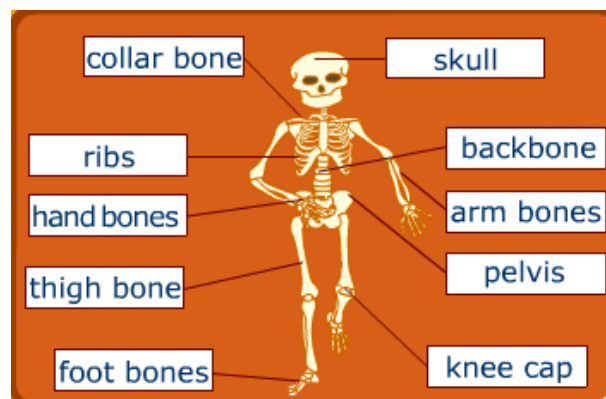
## How do you talk about the human skeleton to:

- Children
- Adults

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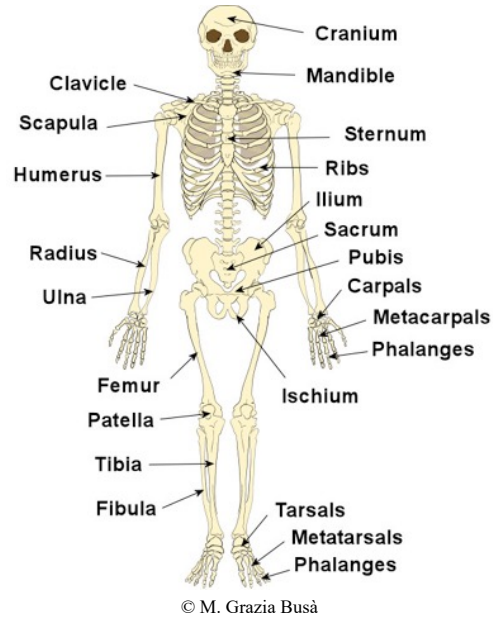
## Here's the skeleton explained to children



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And here's the skeleton explained to adults



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## Language registers

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## Register

Language varies according to the situation in which it is used

Registers determine speakers' linguistic choices at all linguistic levels

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## Linguistic competence

Speakers have control over **many registers** and are able to shift from one to another depending on the context and the communicative needs (**verbal repertoires**)

What varies is intonation, vocabulary, grammar etc.

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## Language use

Language use depends on the context and the relation between the speakers

For example:

there are huge differences in the language, intonation and style used by:  
a mother talking to her child  
two professionals talking to each other  
two friends talking to each other

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## Using the real language....

It is important that you try to learn to match the right language with right situation/the right people...

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## This means...

lexical choices (vocabulary)  
grammar  
styles  
expressions  
intonation...

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How to distinguish between  
words from formal vs. informal  
registers in English

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In English many words have been derived from Latin/French/Romance languages

Often Latin words coexist with Germanic words (original English) words, but are used in more formal registers

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Romance speakers of English may sound very formal because of their tendency to use words of Latin origins...

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## Examples

necessity	• need
accommodate	• put up
omit	• leave out
elapse	• go by
nocturnal	• nightly
replica	• copy
...	• ...

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## What are the less formal equivalent words :

Rapid  
Salute  
Obtain  
Difficult  
Possible  
Appear  
Sufficient  
Demonstrate

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## What are the less formal equivalent words :

Rapid  
Salute  
Obtain  
Difficult  
Possible  
Appear  
Sufficient  
Demonstrate

- Fast
- Greet
- Get
- Hard
- Likely
- Seem
- Enough
- Show

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## More on formal vs. informal registers

Many English words have also been borrowed from French at different points in history

Words that entered the English vocabulary at times when the Normans (and later the French) had political and/or cultural power on Britain still enjoy greater prestige (are used in more formal styles)

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## Some examples:

Chef  
Cuisine  
Degustation  
Faux  
Petite  
Sauté  
Veal  
Pork  
Legal words

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## Some examples:

Chef  
Cuisine  
Degustation  
Faux  
Petite  
Sauté  
Veal  
Pork  
Legal words

- Cook
- Kitchen
- Tasting
- Fake (cf. lat. false)
- Little, small
- Fried
- Calf
- Pig

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## Phrasal verbs

Phrasal verbs are typically used:

in spoken language

in informal registers

For most phrasal verbs, there is an equivalent, more formal, non phrasal verb

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## Some examples:

Pick up

Pick out

Turn down

Turn into

Work in(to)

Give away

Go in

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## Test: formal and informal words



### Informal & Formal Words

Informal
Ask
Tell
But
Get
Bad
Seem
Also
Buy
Have to
End
Lack
Live
Lively
Hurt
Put in
Check
Sorry
Help
Chance
Use



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## Some examples:

Pick up  
Pick out  
Turn down  
Turn into  
Work in(to)  
Give away  
Go in

- Learn / Apprehend
- Choose / Select
- Say no / Decline
- Become / Evolve
- Wriggle / Insinuate
- Show / Reveal
- Pierce / Penetrate

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# Test: formal and informal words



## Informal & Formal Words

Informal	Formal
Ask	Enquire
Tell	Inform
But	However
Get	Receive
Bad	Negative
Seem	Appear
Also	Moreover
Buy	Purchase
Have to	Must
End	Finish
Lack	Deficiency
Live	Reside
Lively	Energetic
Hurt	Damage
Put in	Insert
Check	Verify
Sorry	Apologize
Help	Assist
Chance	Opportunity
Use	Utilize



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