

ISC - EFFECTIVENESS

ACHIEVEMENT OF PURPOSE, INTEREST, RECEPTION

ACHIEVEMENT OF PURPOSE :

- 1. Clear message, well-organized, and delivered with conviction and passion.**
- 2. Specific purpose in mind - informing, persuading, entertaining, or inspiring the audience.**
- 3. Use language and delivery techniques that resonate with the audience, create an emotional connection, and motivate them.**

QUESTIONS TO ASK :

“Was I able to determine the speaker’s purpose?”

“Did the speech relate directly to that purpose?”

“Was the audience’s interest held by the speaker?”

“Was this speech subject appropriate for this particular audience?”

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INTEREST :

- 1. How well the audience is able to follow and understand the speech ?**
- 2. Is the audience engaged and motivated to continue listening?**
- 3. Use audience-appropriate language and delivery techniques; consider their preferences, interests, and cultural background.**

RECEPTION :

- 1. Consider the audience's preferences, interests, and cultural background, and adjust the speech accordingly.**
 - 2. Convinced and motivate to take action, look for immediate feedback or responses**
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