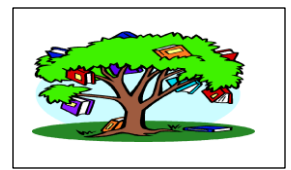# Toward Better Literacy: Reference Outlines

Addressing an Audience

Three main Rules:
- Write out completely word for word what you will say
- Practice this for timing
- Reduce this to an outline to use during the talk
- Make contact with friendly eyes during the speech

Establish a level of connection.
- Knowledge, beliefs, interest, relation and situation

Use a structure, tone, style, and purpose appropriate for the audience.
- Structure: timing, transitions
- Tone: attitude toward subject
- Style: formality and complexity
- Beliefs, attitudes, values and experiences
    - Political, social, religious, philosophy
    - Know if and when to express: appropriateness
- Purpose: what is writing going to accomplish and to what is audience responding
- Peers: Help them to understand
- Instructors: figure out what they want
    - Follow conventions
    - Demonstrate knowledge
- Public audience (know and provide context)

Voice includes pitch, pace, tone, rhythm, register and accent.
- Tone is controlled by:
    - Adapting perspective or point of view
    - Selection of words
    - Emphasizing words or ideas over others
    - Choosing patterns of inflection
- Control pace with pauses (in speech) or punctuation (in writing).
- Types of voice:
    - Private: off record
    - Personal: identify with speaker
    - Informative: methodical, ordered, no value judgments
    - Committed: judgments with emotion
    - Reflective: thoughtful, informal