

UNIT 1

Learning About the Audience

認識簡報對象

得到簡報主題後，你應該盡可能地對簡報對象具備各方面的認識。

1. Politics, culture, and language 了解聽眾政治、文化、語言背景
2. Professional backgrounds 職業背景
3. Technical knowledge 專業知識
4. Opinions and values 想法與價值觀
5. Methods of background information research 研究背景知識的方法

1 Politics, culture, and language 了解聽眾政治、文化、語言背景

做簡報的最終目標，是**清楚地傳遞主題訊息**，而要成功地達到此一目標，與聽講者建立良好的關係是其關鍵。如果能在事前對聽眾的政治、文化及語言背景做一番了解，便能和他們建立更加和諧的關係。

1

Are there any cultural or political topics that you want to highlight or stay away from?

是否有要避免提及的主題？

2

Will engaging the audience with questions be offensive or strange?

是否該提問？

3

Is humor appropriate or not? And if so, what kind?

是否表現幽默？

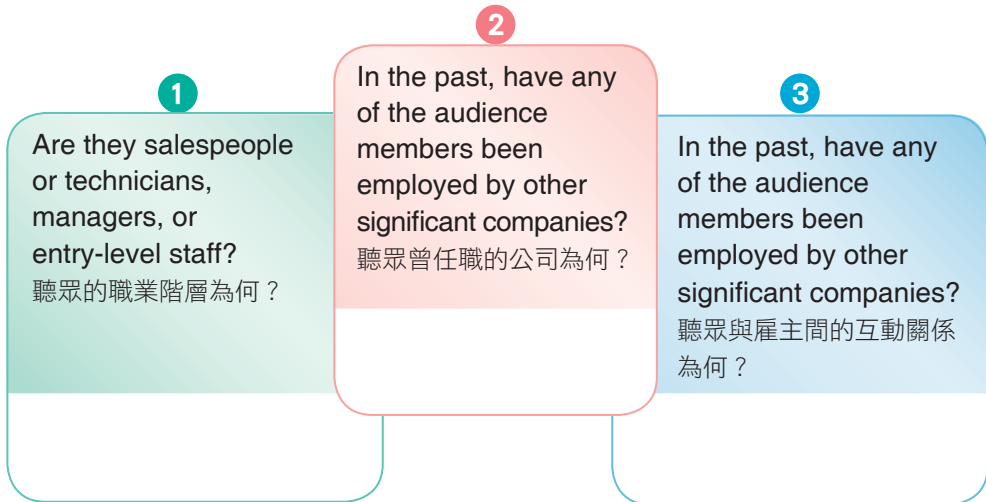
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Are there other non-native speakers in the audience? Will you have to simplify your language?

是否有特殊聽眾？是否需調整演講用語？

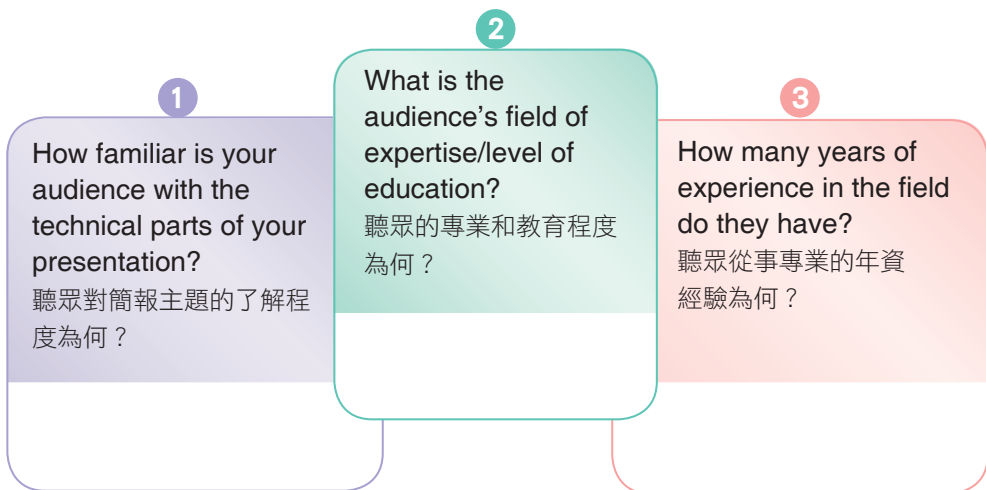
2 Professional backgrounds 職業背景

簡報對象詳細的職業背景也是很珍貴的資訊，了解他們的工作角色、職位及職務內容，能幫助你設定報告的內容及表達方式。



3 Technical knowledge 專業知識

另一項有關聽講者的訊息，是他們對簡報主題瞭解的深度。知道聽眾的專業知識，能讓你以適當程度的語言傳遞資訊——當簡報內容涉及專門知識時更是如此。



4 Opinions and values 想法與價值觀



亞里斯多德曾說：「The fool persuades me with his reasons; the wise man persuades me with my own. (愚者以己理說服他人，智者以聽者之理說服其人。)」

以下是一些深入問題，讓你仔細思考簡報對象具備的觀念價值：

1 聽眾對主題所持的立場

What is the audience's position regarding the subject matter?

➤ Is your audience already for or against what you are going to say?

2 聽眾對簡報者的感覺

What is the audience's feeling about you as the presenter?

➤ Are there people in the audience that know you?

3 聽眾對簡報較偏向懷疑或支持？

Will they be skeptical or supportive?

➤ What are the audience's expectations?

4 聽眾習慣的簡報方式

What kind of presentation is the audience used to?

➤ What is the audience's standard of excellence?

5 聽眾出席是出於自願或強迫？

Are they attending because they want to be there?

➤ Do they actually care about what you have to say?

6 聽眾想從簡報獲取什麼資訊？

How will the audience benefit from the presentation?

➤ Can you give them valuable information?

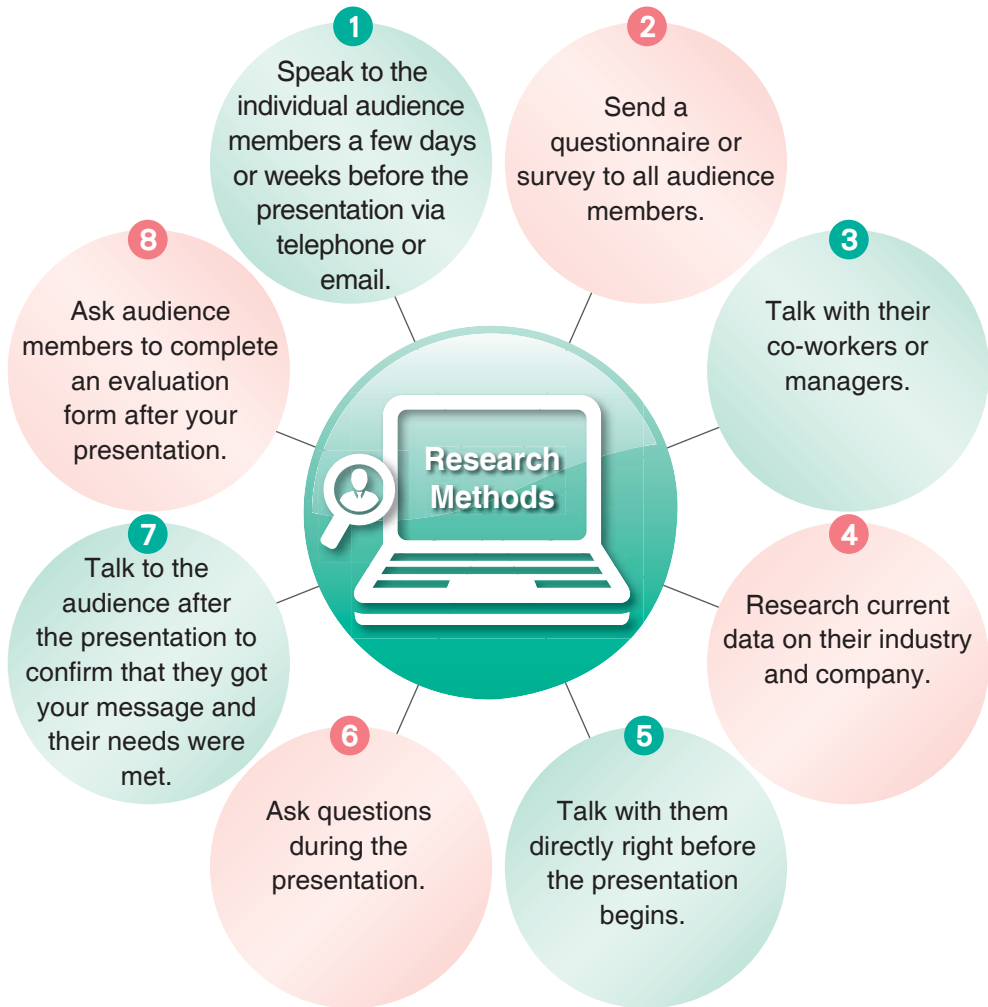
7 什麼資訊對聽眾最有益？

What kind of information would be valuable to this particular audience?

➤ What motivates the audience?

➤ How can they be inspired to act or buy?

5 Methods of background information research 研究背景知識的方法



1. 在簡報進行的幾天或幾週前，透過電話或電子郵件，和參與的聽眾進行個別對話。
2. 寄問卷或調查表給所有的聽眾。
3. 和聽眾的同事或主管交談。
4. 對簡報對象的產業和公司現有的資料，進行搜尋研究。
5. 在簡報即將進行前的空檔，與聽眾直接對談。
6. 在做簡報時提出問題。
7. 做完簡報後立刻與聽眾交談，確認你的訊息有確實傳遞，以及他們的需求有獲得滿足。
8. 做完簡報後，請聽眾做一份意見評估表。

EXAMPLE 在簡報中針對特定對象提出優勢說明

Scenario 模擬情境

Imagine that you are a sales representative from an American car dealership that specializes in hybrid cars. You have been asked to give a presentation to a group of city council members who are considering purchasing hybrid vehicles for the city's public works department. The city is rapidly growing and has about 82,000 people with a modest downtown core, many parks, clean air, and a number of booming commercial and residential areas throughout the city.

假設你是一名業務代表，服務於一間專賣油電車的美國汽車經銷商。公司要求你對一群市議員做簡報，他們正在考慮為一些公務員添購油電車。你所在的城市正迅速發展，人口約八萬二千人，市中心的位置大小適中，市內有許多公園和數個繁榮的商業及住宅區。

The Audience 簡報對象

The audience is a group of mostly liberal city council members who want to know the general benefits of hybrid cars and the specific benefits of employing their use in this situation.

簡報的對象是一群市議員，他們希望能了解油電車的基本優點，以及其在這情境下使用所能得到的益處。



General Benefits 優勢說明

Cheaper running costs 燃料成本低廉

It costs almost \$940 less a year (based upon 15,000 miles per year) to run a hybrid car.

駕駛一輛混合動力車，一年的花費不到 940 美元（以每年一萬五千英里為基準計算）。

Audience specific benefit 稅金減免低廉

The cheaper running cost of hybrid cars will save money for the city's taxpayers.

油電車便宜的燃料費，能節省該市納稅人的花費。

Better mileage 更佳的性能表現

In ideal conditions, this hybrid car is capable of 45.83 miles per gallon.

在最佳狀態下，僅一加侖的油能跑 45.83 公里的距離。

Less air pollution 減少空氣汙染

Hybrid cars can reduce air pollution by 90 percent.

油電車能減少 90% 的空氣汙染量。

Less global warming 降低全球暖化

Increased fuel efficiency also results in less production of carbon dioxide, a major factor in global warming.

燃料使用效能增加，可以減少全球暖化主因——二氧化碳的排放量。

