**Be an audience-friendly presenter**

**(professional academic and technical speaker and writer) 2019-5-30 LWD**

Put your readers in the utmost position in every step of your writing-plan prepare present, pen-down, etc.

Think how they will approach your writing and respond. Trim your work for their comfortableness. HOW

1. A format, universally accepted and followed. (Memorandum format, resume format, report format, etc.)
2. A common structure (ABC=abstract, body and conclusion)to organize our content.

We want our work to be professionally and effectively done. HOW?

1. Leave enough space along the margins.

* remember all great and pleasurable artwork needs some degree of waste, here we waste some blank space

1. Leave enough space between the lines, paragraphs.

* Imagine air or water is travelling within you passage. Your passage is like a plant, it has oxygen travelling freely inside its body.
* Do not make it like a solid rock hard chunk.

1. Paragraph , as many as you feel reasonable

* Not one para, or three, but more
* Every point deserves a separate para.

1. Above paras, summarize and give headings, subheadings

* Imaging your passage like a building, it needs floors, and rooms need numbers, or we get lost.
* The first is called introductory summary, the last conclusion, the rest you name them.

1. How headings can be divided into levels.

* Font size varies, big middle small
* Font capitalization, all capitalized or only initials
* Font boldfaced or not
* Indenture

All the rules have principles in them. In our course, we have some fundamental ones:

1. Be listener friendly, remember we studied audience analysis?

Be reader friendly.

Boil it down, be audience friendly, you communicate to make others understand you, so do not give obstacles between you.

1. For content presentation, ABC format

Speaking and writing both.