What We Need So We Understand and Stay Interested

For maximum efficiency and minimum audience confusion and resistance, you, as a "teller," need first to tune into the learning/listening systems already inherent in our brains.

The Mind Demands Order

To plan any presentation of information, you must create a coherent system that is readily apparent and recognizable. Not only the information itself but also how you present it must follow a systematic, orderly plan.

Information Giving Must Follow the Laws of Logic

Chronology and logic are built into the human brain. They are definite, predictable ways we gather, organize, and interpret information.

To introduce new material to an audience, you must allow their brains to hook into old, well-known, comfortable information-processing systems. To absorb new material or make sense of *any* material, your audience needs for you to follow a *logical* progression. In real life "A" does truly come before "B ' and "C." So it must in your presentation. Start at the beginning . . .

Television Has Conditioned Us to Logical Progression

Since television news, talk shows, and documentaries are now the major vehicles by which most people accumulate serious information, it's efficient to use the ways TV has conditioned us to process information. This conditioning has trained your audience to respond to a certain pattern of information delivery that facilitates and speeds understanding. As you read the next paragraphs, picture an issue or idea you want to explain. See how these techniques can apply to *your* information giving.

On TV, new information is edited to be shown in three stages: the Long Shot, the Medium Shot, and the Close-Up. (Now you'll have a *professional* reason to watch television, so you can see how it's done.)

• The Long Shot. This is the orientation shot. It shows us the room, the street, the whole head of lettuce. It establishes context: Where we are; who's there; what they're doing. It familiarizes us with the general size, shape, color, concept; the parameters within which sits what we're about to learn. Then comes