**Tutorial 1**

**The goal, substance, and delivery of your speech must all be modified to accommodate the unique requirements and preferences of the various audiences. Let's look at some ways I may modify my speech for high school kids, scholars from reputable universities, and business people:**

1. **Business Persons**

**Purpose**

**Emphasize Practical Applications:** Focus on how your research can solve real-world problems, improve efficiency, reduce costs, or create new business opportunities.

**Content**

**Relevance to Industry:** Highlight the direct applications of your research in the business sector. Discuss potential collaborations, partnerships, or ways in which your findings could impact their industry.

**Delivery**

**Conciseness:** Keep the presentation concise and to the point. Business persons often value efficiency, so emphasize the key takeaways and implications of your research.

1. **Academics Reputed Institutions**

**Purpose**

From Contribute to Academic Discourse: Stress the theoretical and methodological contributions of your research. Discuss how your work fills gaps in the existing literature and opens avenues for further scholarly exploration.

**Content**

**Detailed Methodology and Results:** Provide in-depth information about your research methodology, results, and their significance within the academic context. Acknowledge and engage with relevant literature.

**Delivery**

**Encourage Academic Discussion:** Be prepared for in-depth questions and discussions. Foster an environment where academics feel comfortable engaging in scholarly debates and asking nuanced questions.

1. **High School Students**

**Purpose**

**Inspire Curiosity and Interest:** Aim to spark curiosity and interest in your subject area. Highlight the relevance of your research to everyday life, potential career paths, and the excitement of scientific discovery.

**Content**

**Relatable Examples:** Use relatable examples and analogies to explain complex concepts. Connect your research to broader concepts that high school students can understand and find interesting.

**Delivery**

**Engagement and Interaction:** Keep the presentation interactive and engaging. Use visuals, demonstrations, or multimedia elements to maintain their interest. Encourage questions and make the presentation more conversational.

**Rhetorical Situation**

**The rhetorical situation is altered for each audience in terms of:**

**Audience Expectations:** Each audience has different expectations and interests. Business persons may prioritize practical applications, academics seek theoretical depth, and high school students want relevance and excitement.

**Language and Tone:** Adjust the language and tone to suit the audience's level of expertise. Use technical language with academics, business language with professionals, and simplified language with students.

**Interactivity:** The level of interactivity varies. Academics might prefer in-depth Q&A sessions, business persons may engage in strategic discussions, and high school students benefit from interactive elements that keep them involved.