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We have to remember. however - students will not just be addressing superiors, colleagues, and other familiars when they enter the workforce... their audience may be

wide and varied in interest, context, and investment in what is being communicated!



The student's strength in communication is only as good as the receptiveness of the audience - so they need to be prepared to communicate to wide range of audiences!

Having only similar audiences for every presentation - like faculty and classmates (essentially, their superior and colleagues) will hold back a student's potential to communicate effectively to everyone. We have to challenge them!

Challenge the students - instead of solely hosting a standard academic or industrial audience - who likely has a background in science or engineering to challenge them on the technical content...



also assign them an audience of the general public - who may not understand the technical content as thoroughly - but still has a vested interest in the analysis and outcome.



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