

- ☛ EXERCISE 2. In the following passage,
- Mark the message units with a bar ( | ).
  - Compare your marks with a partner's. Are they the same? Do they all contain grammatical phrases?
  - Read the passage aloud, following the message units. Try using the "read and look up" technique: Read a message unit silently to yourself, then look up and say it smoothly without looking at the page.

The term *rapport* refers to the relationship which you establish and maintain with your audience. In order to develop rapport during a lecture, you can use a number of strategies. Whenever possible, it's a good idea to learn something about your audience before you begin. That way, your lecture can become more personalized. For instance, the explanations and examples you use could be directly related to the participants' backgrounds. Another way to build rapport is through personal interaction with your audience. If you know their names, you can use them as frequently as possible. Before and after your lecture, casual conversation will make everyone more relaxed and help you and your audience get to know each other. During your lecture, good \*eye contact, a sense of humor, and a genuine openness to your audience's questions and ideas will also help you develop a good relationship with them. In general, an enthusiastic and personal approach to both your audience and your \*subject matter is the key to establishing and maintaining good rapport.

\*compound noun