**Serious Engagement with Audiences / Neuroscience Elements in Effective Communication**

Each week, you will be asked to respond to the prompt or prompts in the discussion forum. If there are two questions to the week's discussion, you are to respond to both questions in your initial post. Your initial post should be a minimum of 300 words in length, and is due on Sunday. By Tuesday, you should respond to two additional posts from your peers. If you have not done so lately, please review the [Rules of Discussion](https://content.grantham.edu/academics/01_Instructional_Designers/Rules_of_Discussion.html).

For your follow up post...review the responses provided by your peers. Engage in conversation, or even civil debate, as you discuss their insights and viewpoints. You may ask questions for clarification (if you are confused by their initial post) or pose questions that advance the conversation.

Question A:

How can you take what human beings are actually capable of seriously when engaging with audiences?

Question B:

What are the implications of the neuroscience elements in effective communication? Do you think leaders are aware of these neuroscience elements?

Primacy, Recency, and Frequency

Write a paper that explaining three personal situations you have experienced.  First, describe a time when you experienced the Primacy Effect.  What happened and why do you believe it fits into the category of the primacy effect?  Second, reflect on a time when you experienced the Recency Effect.  What happened and why do you believe it fits into the category of the recency effect?  Finally, explain a time when you experienced the Frequency Effect.  What happened and why do you believe it fits into the category of the frequency effect?  Support your points with examples, and cite and reference the text.

The requirements below must be met for your paper to be accepted and graded:

         Write 3 – 5 pages using Microsoft Word in APA style.

         Use font size 12 and 1” margins.

         Include cover page and reference page.

         At least 80% of your paper must be original content/writing.

         No more than 20% of your content/information may come from references.

         Use an appropriate number of references to support your position, and defend your arguments.

         Cite all reference material (data, dates, graphs, quotes, paraphrased words, values, etc.) in the paper and list on a reference page in APA style.

The following are examples of primary and secondary sources that may be used:

         Primary sources such as, government websites ([United States Department of Labor Bureau of Labor Statistics](http://www.bls.gov/), [United States Census Bureau](http://www.census.gov/), [The World Bank](http://www.worldbank.org/), etc.), peer reviewed and scholarly journals in EBSCOhost (Grantham University Online Library) and [Google Scholar](https://scholar.google.com/).

         Secondary and credible sources such as, [CNN Money](http://money.cnn.com/), [The Wall Street Journal](http://www.wsj.com/), trade journals, and publications in EBSCOhost (Grantham University Online Library).

The following are examples of non-credible and opinion based sources that may not be used:

         Non-credible and opinion based sources such as, Wikis, Yahoo Answers, eHow, blogs, et