

Audience Analysis



Keep in mind...

- To **whom** am I speaking?
- What do I want them to know, do, or believe at the end of my speech? (**aim**)
- What is the most effective way of composing and presenting my speech to accomplish that aim? (**how?**)



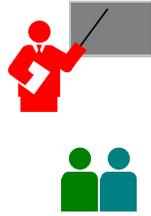
Why consider your audience?

- The answers to these questions will influence every decision you make when preparing and delivering your speech!



Every speech has at least 2 messages

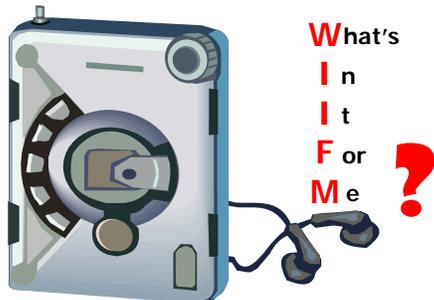
- The one sent by the speaker (**Designed** Message)
- The one received by the listener (**Residual** Message)



People are:



WII FM station



Definition: Audience Analysis

- Audience analysis is the study of:
 - audience composition
 - audience knowledge
 - audience interests
 - audience attitudes
 - the speaking situation



Types of Audience Analysis

- **Demographic** Audience Analysis
- **Situational** Audience Analysis
- **Nonverbal** Audience Analysis

Demographic Audience Analysis

- Observable Traits
- Analysis consists of two steps:
 - **Identifying** the general demographic features of your audience
 - **Gauging the importance** of those features to a particular speaking situation

Consider...

- Age
- Sex
- Religious Orientation
- Sexual Orientation
- Racial, ethnic, or cultural background
- Membership
- Other (occupation, income, social standing, education, etc.)



Situational Audience Analysis

- Audience size
- Physical setting
- Length of presentation
- Audience disposition toward
 - The topic
 - The speaker
 - The occasion



Nonverbal Audience Analysis

- Eye contact
- Facial Expressions
- Restless movement
- Nonverbal responsiveness
- Verbal responsiveness



How to do Prior Audience Analysis

- Observation
- Ask questions
- Interviewing
- Written questionnaires



KEY: Adapt to your Audience

- Choose an appropriate topic
- Approach the speech with your audience in mind
- Use examples that fit your audience analysis
- Deliver your speech in a manner expected by the audience



Audience Analysis Checklist

- What do I know about :

✓ This audience?



✓ The occasion?



✓ The location or facility?