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: Egocentric

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?