

Chapter Five

Audience Analysis



Chapter Five



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Audience Demographics



⌘ Demographics are the statistical characteristics of a given population:

☑ Age

☑ Gender

☑ Ethnic or Cultural Background

☑ Socioeconomic Status

☑ Religion

☑ Political Affiliation*

Audience Demographics:


Age



- ⌘ Being aware of the audience's age range allows the speaker to develop and support points that are relevant to the experiences and interests of the widest possible portion of the audience.*

Audience Demographics:

Gender



- ⌘ Consideration of gender is important both in developing a topic's key points and in the manner in which you present the speech.
- ⌘ Gender stereotypes are oversimplified and often severely distorted ideas about the innate natures of men or women.*

Audience Demographics:

Ethnic or Cultural Background

- ⌘ Differences in dialects, nonverbal cues, word choice, and physical appearance can be barriers to understanding.
- ⌘ Ethnic and cultural demographics are important aspects of audience analysis, ensuring that the speaker's message is relevant and meaningful to the whole audience.*

Audience Demographics:

Socioeconomic Status

⌘ Income

⌘ Occupation

⌘ Education*



Audience Demographics:

Religion



- ⌘ Some audience members are deeply devoted to their faiths, others have few religious convictions.
- ⌘ Most individuals hold many values that are informed by religious precepts.*

Audience Demographics:

Political Affiliation

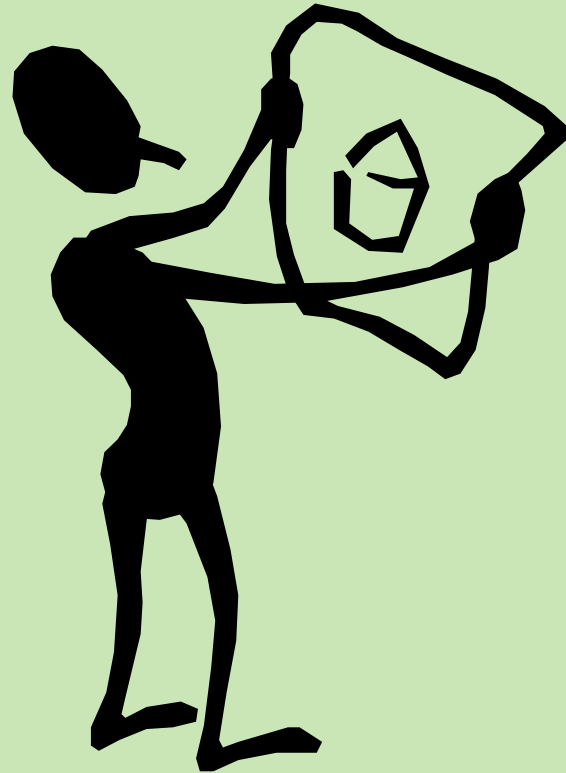


- ⌘ A public speaker should never make unwarranted assumptions about an audience's political values and beliefs.
- ⌘ Many topics, even if they are not directly political, raise political questions.*

Audience Psychology

⌘ Attitudes, Beliefs, and Values

⌘ Personality Traits*



Audience Psychology:

Attitudes, Beliefs, and Values

⌘ **attitudes**- a predisposition to respond to people, ideas, and objects in evaluative ways.

⌘ **beliefs**-the ways people perceive reality to be.

⌘ **values**-people's most enduring judgements about what's good and bad in life.*

Audience Psychology:

Attitudes, Beliefs, and Values

⌘ Feelings toward the Topic:

- ☑ people give more interest and attention to topics for which they have a positive attitude, and which align with their values and beliefs.
- ☑ speeches should be made relevant by relating them to issues, events, people, or activities toward which the audience is predisposed to have a positive attitude.*

Audience Psychology:

Attitudes, Beliefs, and Values

⌘ Feelings toward the Speaker

- ☑ a speaker who is well-liked can gain at least an initial hearing from an audience, even if the listeners are unsure of what to expect in terms of the substance and quality of the message.*

Audience Psychology:

Attitudes, Beliefs, and Values

⌘ Feelings toward the Occasion:

- ☑ people bring different sets of expectations and emotions to a speech event.
- ☑ the audience's attitude toward the occasion should be one of the speaker's key considerations in planning and delivering a speech.*

Audience Psychology:

Personality Traits

⌘ receiver

apprehension:

- ⏏ the relative degree of fear or anxiety that people experience when listening to messages that are too complex, contrary to beliefs, or represent potential harm.*



Audience Psychology:

Personality Traits

⌘ Argumentativeness:

☑ a personality trait that distinguishes people who consider arguing to be a form of communication that promotes critical thinking and idea development.*

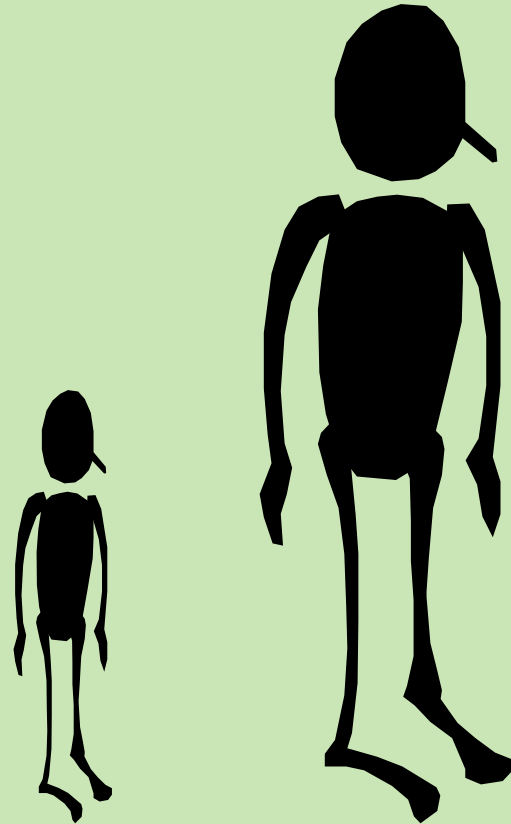


Audience Psychology:


Personality Traits

⌘ measuring personality traits:

☑ full assessment of
these
characteristics
requires specialized
personality
measures.*



Methods of Audience Analysis



- ⌘ The Interview
- ⌘ The Survey
- ⌘ Written Sources
- ⌘ Other Speakers as Resources*

The Interview



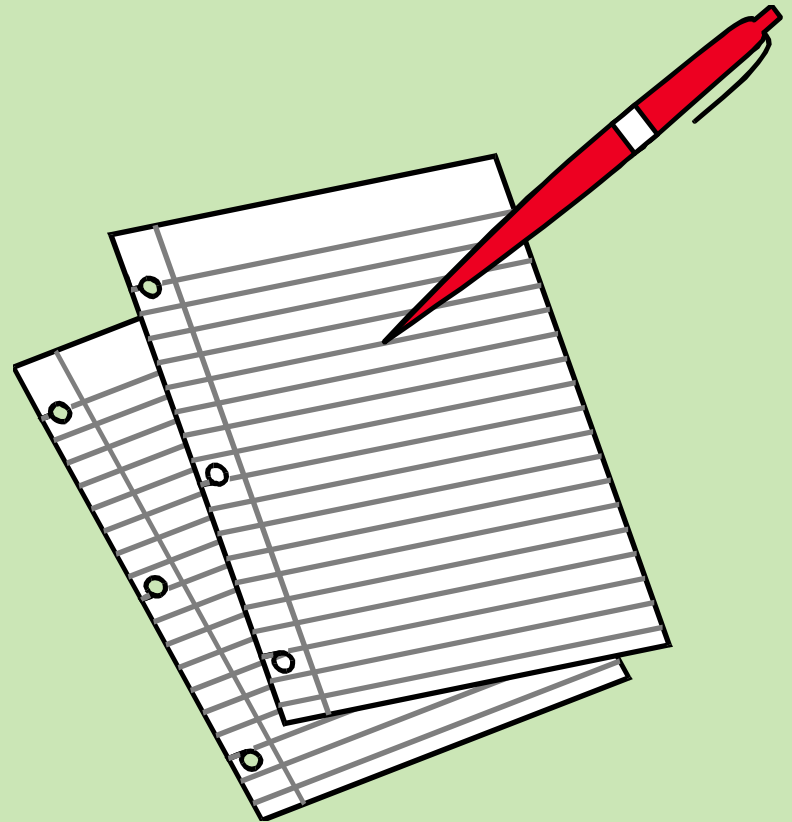
- ⌘ A person to person communication with a basic information gathering purpose.
 - ☑ open-ended questions- seek no particular response and allow respondents to elaborate as much as they wish.
 - ☑ closed-ended questions- elicit a small range of specific answers supplied by the interviewer or surveyor.*

Methods of Audience Analysis:

The Survey

⌘ Designed to gather information from a large number of respondents.

- ☑ questionnaires
- ☑ fixed alternative questions
- ☑ scale questions*



Methods of Audience Analysis:

Written Sources

⌘ Missions and Goals:

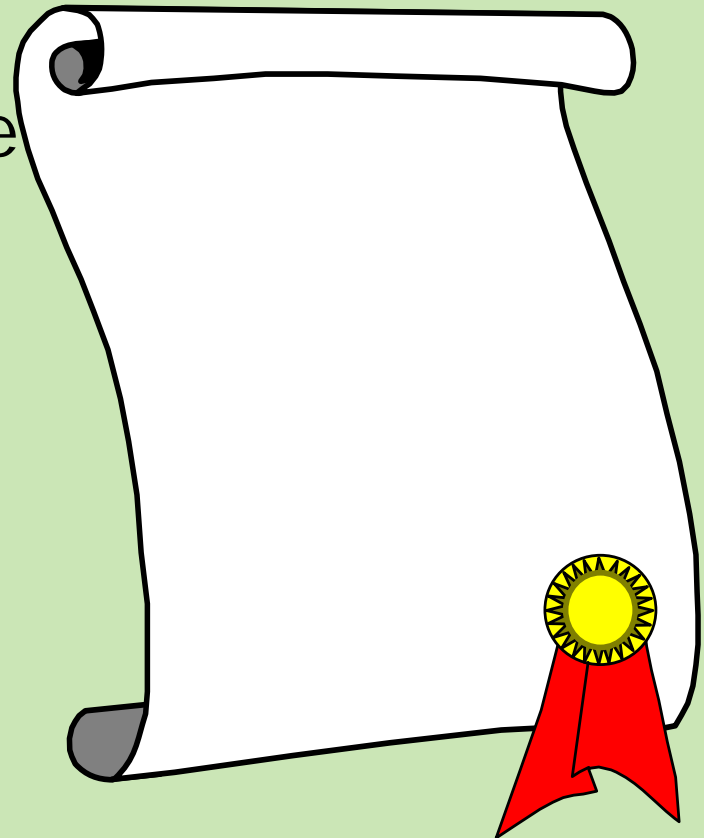
- ☑ organization's purpose for existing.

⌘ Operations:

- ☑ organization's method of operating.

⌘ Achievements:

- ☑ organization's achievements.*




Methods of Audience Analysis:

Other Speakers as Resources

- ⌘ previous speakers are in a unique position to describe how the audience reacted to humor and speech length, and the effectiveness of stories and examples.*



Audience Analysis and the Speech Setting



⌘ Location

⌘ Time

⌘ Seating Capacity and Arrangement

⌘ Lighting and Sound*

Audience Analysis and the Speech Setting:

Location

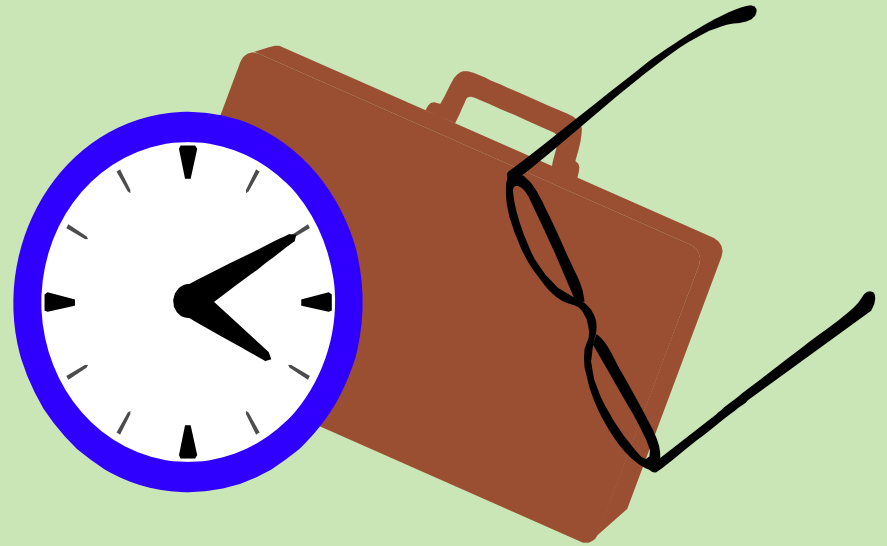
- ⌘ The physical setting in which a speech occurs can have a significant effect on the speech outcome.*



Audience Analysis and the Speech Setting:

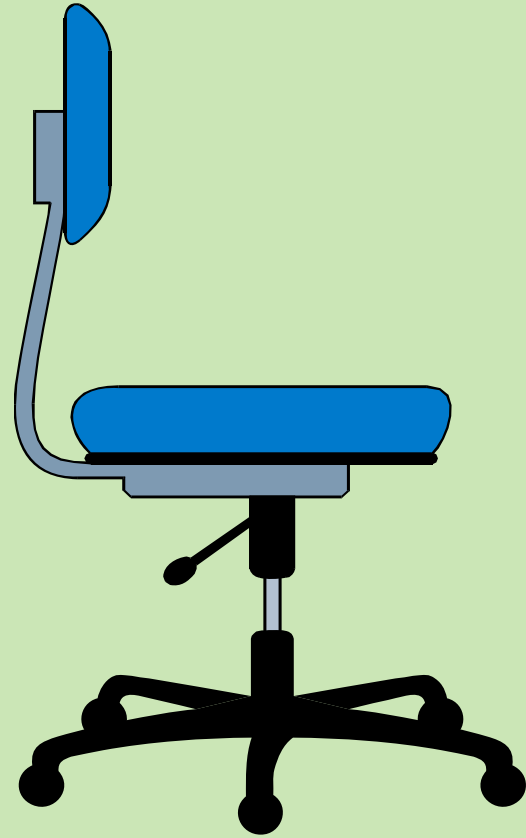
Time

- ⌘ Be on time for your speech.
- ⌘ End speech within allotted time
- ⌘ Be aware of time of day speech will be given, so as to anticipate audience's mood and energy level.*



Audience Analysis and the Speech Setting: Seating Capacity and Arrangement

- ⌘ Know how many people will attend.
- ⌘ Know seating arrangement.
- ⌘ Know where you will be sitting.*



Audience Analysis and the Speech Setting:

Lighting and Sound

- ⌘ Lighting should be bright enough for people to easily see the speaker and take notes.
- ⌘ Sound should be loud but not shocking, and clear and crisp.*

