



chapter 5 Analyzing the Audience

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Adapting to the Audience



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Audience-Centeredness

Keeping audience foremost
in mind during speech
preparation, presentation

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Audience-Centered Questions

- To whom am I speaking?
- What do I want them to know, believe, or do?
- What is most effective way of accomplishing that aim?

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Identification

Emphasizing common values, goals, experiences



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Egocentrism

Tendency of people to be concerned above all with their own values, beliefs, well-being

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Demographic Audience Analysis

- Age
- Gender
- Sexual orientation



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Demographic Audience Analysis

- Racial, ethnic, cultural background
- Religion
- Group membership

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Stereotyping

- Creating oversimplified image of group
- Usually done by assuming all members of group are alike

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Situational Audience Analysis

- Size
- Physical setting



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Situational Audience Analysis

- Disposition toward topic
- Disposition toward speaker
- Disposition toward occasion

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Capturing Audience Interest




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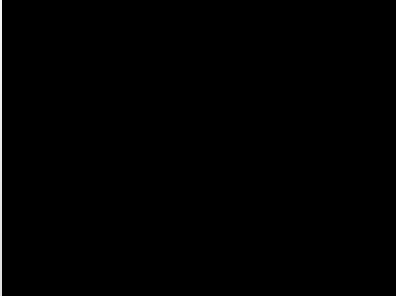
Attitude

Frame of mind in favor of, or opposed to, person, policy, belief, institution, etc.



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Adapting to Attitudes



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Getting Audience Info

Types of questions:

- Fixed-alternative
- Scale
- Open-ended

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Fixed-Alternative Question

Do you know what the insanity plea is in the U.S. legal system?

Yes _____

No _____

Not sure _____

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Scale Question

How often do you believe the insanity plea is used in U.S. court cases?

Very seldom ———— Very often

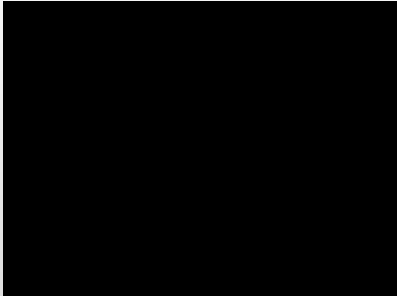
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Open-Ended Question

What is your opinion about the insanity plea in U.S. court cases?

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Using Questionnaires



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Adapting Before Speech

- **Assess how audience will respond to speech**
- **Adjust speech to make it clear, convincing**

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Adapting During Speech

- **Adjust for unexpected circumstances**
- **Watch for audience feedback**

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