

Public Speaking Activity

Chapter 5-Analyzing the Audience Adjusting Specific Purpose Statements

The purpose of this activity is to help you identify differences in potential audiences and make adjustments to your specific purpose statements based on these audience differences.

Below are three general speech topics and, for each, two hypothetical audiences to which a speech might be delivered. For each topic, write several bullet points explaining how you might adjust your specific purpose and message according to the demographic characteristics of the audience.

Topic 1: “Superconductivity”

Audience #1: 50% physics majors, 30% engineering majors, 20% music majors

Audience #2: 40% English majors, 40% business majors, 20% physics majors

Topic 2: “Sexual Assault: The Biggest Campus Crime”

Audience #1: 80% female, 20% male

Audience #2: 80% male, 20% female

Topic 3: “The Fall of the Berlin Wall”

Audience #1: Day class: 70% age 18 to 22, 30% age 23 and over

Audience #2: Evening class: 50% age 35 and over, 30% age 23 to 34, 20% age 18 to 22