**Good Questions to ask about an audience**

* **What is the nature of the group your about to address**
* **What is your reason for speaking**
* **What is the time allotted for your presentation?**
* **What factors in the location for your speech affect your**

**Definitions**

Audience Analysis: The process of gathering and interpreting information about receivers  
Demographic profile: Composite of characteristics age, gender, education level, racial , ethnic, group affiliations, and socioeconomic background

Homogenous audience: audience whose members are similar in many characteristics

Heterogenous audience: audience whose members have very different characteristics from one another

Two-Sided Presentation: A presentation that considers alternative perspectives’

One-Sided Presentation: Presentation focused on one side of a particular issue

Psychographics: How people see themselves

Beliefs: What we hold to be true or false

Attitudes: Favorable or unfavorable predispositions we carry

Closed-Ended Question: A question that could be answered with a one-word answer or a simple “yes” or “no.”

Scaled Question: A question used to ask respondents whether they agree or disagree with a number of statements, to rate items on a scale, or to rank items in order of importance or preference

Open-Ended Question: A Questions that allow someone to give a free-form answer.

Question

When is the best time to allow for questions? Does the end usually work best or should there be certain intervals for questions?