

LLO 2: Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communications channels used to a specific situation.

Audience Analysis & Presenter Persona Worksheet

This worksheet will guide you through analyzing different audiences and help you consider how you would adapt your presentation style to best connect with them.

Part 1: Visual Audience Analysis

For each visual provided by your instructor, carefully observe the audience. Pay close attention to their body language, facial expressions, and overall demeanor. Based on your observations, answer the following questions.

Visual Reference: [Insert Visual 1 Description/Title Here - e.g., "Image from 'Dead Poets Society' classroom scene"]

1. **Demographics & Setting:** What kind of people do you think make up this audience (e.g., age range, profession, background)? Describe the setting.

2. **Overall Mood:** What is the general mood or atmosphere of the audience? (e.g., attentive, bored, excited, skeptical, relaxed, formal).

3. **Engagement Level:** How engaged does the audience appear to be? Do they seem to be active listeners?

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4. **Body Language (Specifics):** Describe specific gestures or postures you observe (e.g., leaning forward, arms crossed, slumped, smiling, taking notes). What do these gestures suggest about their attitude?

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5. **Facial Expressions:** What do their facial expressions tell you? Are they showing interest, confusion, amusement, or disinterest?

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6. **Group Dynamics:** Do they appear to be a cohesive group, or are there individuals who stand out? How might this affect their receptiveness?

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7. **Potential Questions/Concerns:** Based on their non-verbal cues, what kind of questions or concerns might this audience have?

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8. **Energy Level:** Does the audience seem energetic and enthusiastic, or tired and subdued?

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9. **Challenges for the Presenter:** What challenges might a presenter face when addressing this particular audience?
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Part 2 (a): 3 Topics That May Resonate With My Audience

Based on your analysis of the audience above, list **3 topics with different levels of knowledge (basic, intermediate & advanced)** that you believe would genuinely appeal to them and capture their interest. Consider their potential values, interests, and needs. Also mention the level of knowledge you have about the chosen topics (basic, intermediate or advanced).

1. Topic with Basic Knowledge: _____

2. Topic with Intermediate Knowledge: _____

3. Topic with Advanced Knowledge: _____

Part 2 (b): Prompting AI Using Cognitive Verifier Technique

Use the given prompts to test your knowledge for all the topics enlisted above, and then evaluate yourself using the Confidence Grading Matrix.

Sample Prompt for Students to Use with AI:

Prompt to paste into ChatGPT:

"I am preparing for a formal presentation. My audience is a group of all-male, middle-aged, serious lawyers. I've analyzed them and believe the following three political topics might work:

1. "Topic A: [insert topic] – I have basic knowledge"
2. "Topic B: [insert topic] – I have intermediate knowledge"
3. "Topic C: [insert topic] – I have advanced knowledge"

Please ask me a few questions for each topic based on my knowledge level to help me reflect on how prepared I am.

Then, based on my responses, tell me what kind of reaction I can expect from the audience for each topic, and which one you suggest I choose."

Based on your interaction with the AI, which topic do you believe would be the most effective for your audience? Finalize your topic below.

Part 3: Crafting Your Presenter Persona

Now, imagine you are the one giving a presentation to the audience you just analyzed. How would you adapt your own identity and delivery to be most effective?

1. **Overall Persona:** What kind of a presenter would you want to be for this audience (e.g., authoritative, friendly, humorous, serious, inspiring, informative)?

2. **Speech Goals:** What is your goal for giving this speech (to entertain, to persuade, to motivate etc.)?

3. **Tone of Voice:** What tone of voice would be most suitable? (e.g., warm, firm, enthusiastic, calm, assertive, conversational).

4. **Pace of Delivery:** Should your delivery be fast-paced, moderate, or slow and deliberate? Why?

5. **Energy Level:** What level of energy would you project? (e.g., high-energy, calm and steady, dynamic).

6. **Formality Level:** How formal or informal would your language and presentation style be?

7. **Use of Humor:** Would humor be appropriate? If so, what kind? If not, why?

8. **Interaction Style:** How would you plan to interact with this audience? (e.g., Q&A, group activities, direct questions, minimal interaction).

9. **Body Language as Presenter:** What kind of body language would you adopt to connect with them (e.g., open gestures, confident stance, relaxed posture)?

10. **Key Message Adaptation:** How would you tailor your core message to ensure it resonates specifically with this audience's perceived interests and attitudes?

11. **Biggest Adjustment:** What is the biggest adjustment you would make to your natural presentation style to suit this audience?

Part 4: Applying Communication Model

Label the **communication model diagram** below using the context of your audience analysis worksheet, where you are creating a presentation for your target audience.

Label the given diagram keeping in mind the following components.

- **Sender:** (Presenter)

- **Message:** (Chosen topic/presentation)

- **Channel:** Presentation (in-person or virtual)

- **Receiver:** Target audience (persona they've created)

- **Feedback:** Audience response (hypothetical or actual)

- **Encoding:** Students' process of creating the presentation (considering audience analysis)

- **Decoding:** Audience's interpretation of the presentation (based on their psychographic and demographic traits)

Communication Model

