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Audience Analysis

Audience analysis is the central component of the entire speech-making process. It affects every step including the selection of the topic, development of the central idea, choice of language, organizational pattern and construction, and delivery. The more one knows about the audience, the better they can cater their message to the audience's expectations. To best analyze the audience, begin with overall audience demographics, but be careful not to stereotype. Next, consider the differences and similarities that the audience members share with you. Common ground is crucial because it is the ongoing relationship or connection you have with your audience. The more you are able to establish common ground with your audience, the better your chances of achieving your speaking purpose.

Directions: Please watch Maya Angelou's eulogy from Coretta Scott King's funeral. You can use YouTube to find this speech. After watching Angelou's eulogy, please respond to the following questions (you may need to watch the performance more than once):

1. What was the general make-up of the audience for this speech?

The general make-up of the audience was predominantly African American rights activists.

2. How did Maya Angelou establish common ground (values) with her audience?

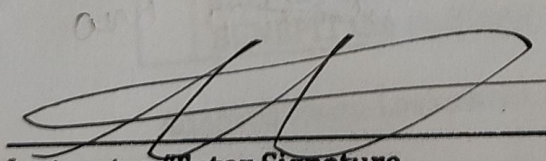
She established common ground in her introduction by talking about how Coretta Scott King advocated for peace.

3. Did Angelou address any similarities or differences with her audience?

In her speech, she expressed hope for the future, inspiring the audience to work towards the future that Coretta Scott King envisioned, a world of peace and equality.

4. What delivery techniques did Angelou use to effectively deliver her message?

Two techniques she used were pausing in between powerful lines and treating some parts of the speech like a conversation.


Instructor/Tutor Signature2:26
Date/Time

6/13/29

A.U.D.I.E.N.C.E.

Analyzing your audience will help you to develop a targeted presentation.

Directions: Consider your audience for an upcoming speech, and answer the following questions about that audience. After answering each question, discuss how you will adapt your content based on each response.

Song Lyrics Presentation

A	Analysis: Who is attending your presentation: <input checked="" type="checkbox"/> Students/Peers <input checked="" type="checkbox"/> Instructors <input type="checkbox"/> Clients <input type="checkbox"/> Colleagues	My fellow students and my instructor will be in the audience
U	Understanding: What knowledge does your audience already have on this subject? What is their educational level and how much insight do they have?	My audience knows it will be a song with lyrics, but not what song.
D	Demographics: What is the age, sex, educational background, nationality, etc. of your audience?	My audience are mostly all early adults, and come from all sorts of places.
I	Interest: What prior interest does your audience have on your topic? How might they be invested in the information? How can you maintain interest throughout the presentation?	I'm sure my audience is interested in some type of music and I can maintain interest by referencing different genres of music possibly their favorite.
E	Environment: How will the room be set up? Where will you stand? What aids will you use?	I will stand at the front of the room with a few notecards, while the audience will be sitting in desks in front of me.
N	Needs: What does the audience NEED from you? What are your needs (what do you want to accomplish?)	The audience needs to know the meaning behind the lyrics of the song I chose and I need to inform them that.
C	Customization: How will you adapt your speech to THIS particular audience?	I will try to treat my speech like a conversation, since we are all about in the same age group.
E	Expectations: What does the audience expect to learn or know after my speech? How can my speech BENEFIT the audience?	The audience expects to be informed about the meaning behind the lyrics of the song I chose by the end of my speech.

Adapted from: Laskowski, L., A.U.D.I.E.N.C.E. Analysis: It's Your Key to Success, 4/10/2008