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Think & Act: Ch 7

T1: There is a large difference between stereotyping and analyzing one’s audience. Stereotypes are often unrealistic and harmful, whereas analyzing an audience involves realistically thinking of what the audience cares about and gearing your speech towards that (p. 153). For example, I wouldn’t give a speech to a group of kindergarteners about quantum physics, because I think I could safely judge that the kindergarteners would not understand the physics jargon I would have to use.

T5: I think that if a speaker overuses audience analysis, then they could end up misanalysing their audience (p. 153). For example, if someone sees people fidgeting in their seats, they might think that their audience is bored, when actually the audience is just uncomfortable with their seats.

A3: In the movie Pulp Fiction, Samuel L. Jackson’s character, while about to murder someone, gives a short speech involving a Bible quote. (This can be seen as a conversation, but it didn’t feel that way to me because in the scene, his audience didn’t feel like they could talk back to him.) Jackson used a strong crescendo to finish his speech. Speakers often reach out to their audience by asking them questions (p. 154). Jackson does this; he calls them by name and asks them rhetorical questions (rhetorical, because even though they answered him, he already knew the answers).