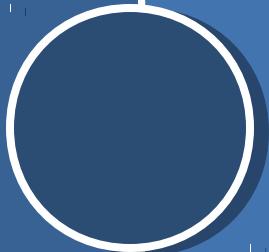


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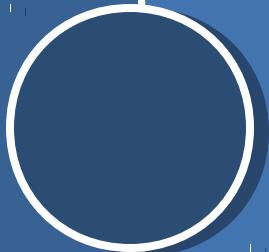


# Analyzing the Audience



# Audience-Centeredness

**Audience foremost in mind  
during speech preparation,  
presentation**



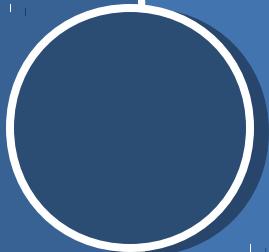
# Audience-Centeredness

- **To whom am I speaking?**
- **What do I want them to know, believe, do?**
- **What is most effective way of accomplishing that?**

# Identification

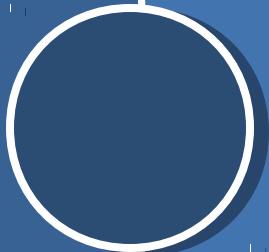
**Emphasizing common values,  
goals, experiences**





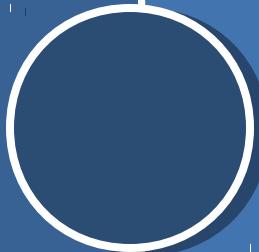
# Egocentrism

**Tendency to be concerned with  
own values, beliefs, well-being**



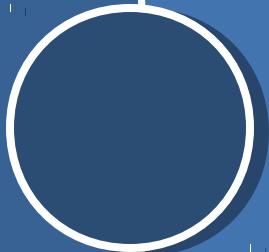
# Demographic Analysis

- Age
- Gender
- Religion
- Sexual orientation
- Racial, ethnic, cultural background
- Group membership



# Stereotyping

- **Oversimplified image of group**
- **Done by assuming all members  
are alike**

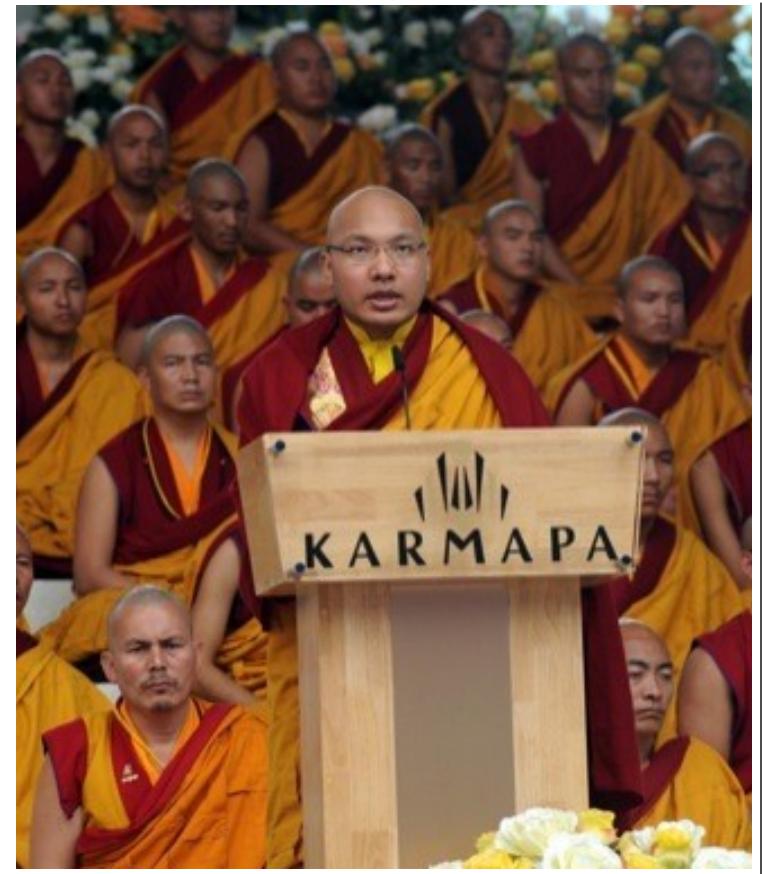


# Situational Analysis

- Size
- Physical setting
- Disposition toward topic
- Disposition toward speaker
- Disposition toward occasion

# Attitude

Frame of mind  
in favor of, or  
opposed to,  
person, policy,  
belief,  
institution, etc.

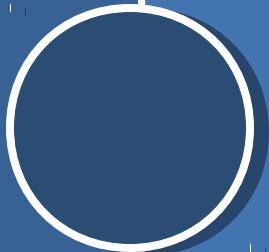


# Getting Audience Info



## Questions:

- **Fixed-alternative**
- **Scale**
- **Open-ended**



# Fixed-Alternative

**Do you know what the insanity  
plea is in the U.S. legal system?**

**Yes** \_\_\_\_\_

**No** \_\_\_\_\_

**Not sure** \_\_\_\_\_

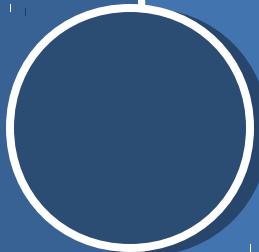
# Scale

**How often do you believe the insanity plea is used in U.S. court cases?**

**very  
seldom**

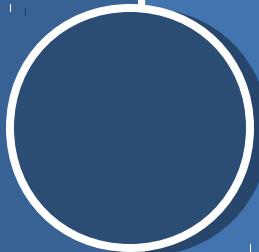


**very  
often**



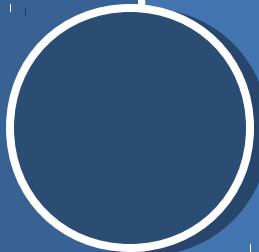
# Open-Ended

**What is your opinion about  
the insanity plea in U.S. court  
cases?**



# Adapting Before

- **Assess how audience will respond**
- **Adjust to make speech clear, convincing**



# Adapting During

- Adjust for unexpected circumstances
- Watch for feedback