

6



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**

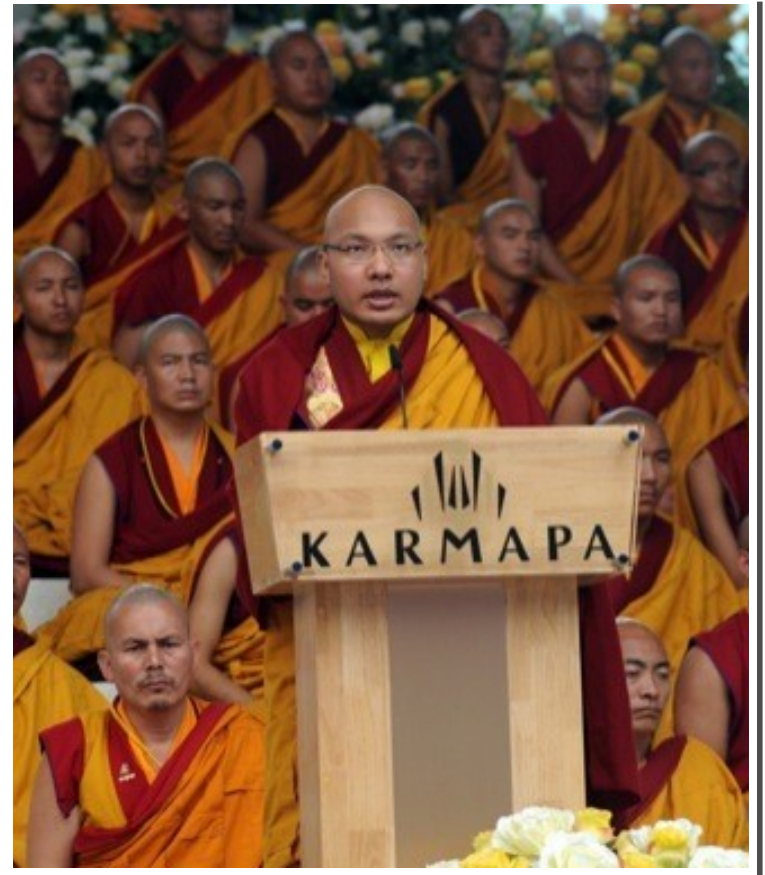


Situational Analysis

- **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**