



AUDIENCE ANALYSIS, VALUES, AND LANGUAGE

TODAY

- Audience Analysis, Adaptation, and Appeal
- Values
- Language in Public Speaking

FIRST... A STORY

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AUDIENCE ANALYSIS

- *“The process of gathering information about the people in your audience so that you can understand their needs, expectations, beliefs, values, attitudes, and opinions.”*

KEY POINTS

- All audiences are not created equal
- Meanings are socially constructed
- Audiences are decision-makers

ANALYSIS FACTORS TO KEEP IN MIND

- Audience Expectations
- Audience Knowledge of a Topic
- Audience Attitudes Toward Topic
- Audience Size
- Demographics
- Setting
- Voluntariness
- Egocentrism

TYPES OF AUDIENCES

- **Primary (Target) Audience:** the audience for whom the speech is intended.
- **Secondary Audience:** parties receiving the message (who may or may not be interested in it).
- **Physical Audience:** those who actually hear or receive the message when it is presented.

QUESTIONS TO ASK

- Who am I speaking to?
- What do I want them to know, believe, or do because of my speech?
- How can I present the information in a way that will best convey my message?

VALUES

- Part of a cognitive system; the way we weight things that matter to us
- **Beliefs:** the inferences we make or constructs we have about what is true and real in the world; non-evaluative and non-judgmental.
- **Attitudes:** the thoughts, feelings, and behavioral intentions that guide our predispositions toward people, situations, activities, and objects; statements of like and dislike.
- **Values:** inferences or constructs about good/bad, appropriate/inappropriate, just/unjust, essential/nonessential, desirable/undesirable

SOME VALUE CONCEPTS

- **Values:** a positive or negative connotation applied to some object or idea.
 - **Universal Values:** held by society
 - **Particular Values:** held by individuals and groups.
- **Value Hierarchy:** a system of values that are arranged according to their priority for an individual or within a particular community.

LANGUAGE

- "*Any formal system of gesture, signs, sounds, and symbols used or conceived as a means of communicating thought.*"
- Language is not inherently ambiguous
 - **Denotative meaning:** the formal, specific, dictionary meaning of a word.
 - **Connotative meaning:** the idea/emotion associated with a word.
 - *Aggressive, assertive, domineering, dynamic, pushy, forceful*
- Language is strategic

FUNCTIONS OF LANGUAGE

- Emotive (expressive)
- Phatic (social)
- Cognitive (informative)
- Rhetorical (persuasive)
- Metalingual (talk about talk)
- Poetic (aesthetic)

LANGUAGE GUIDELINES

- Be clear and concise
- Use terminology that is appropriate for your audience and your purpose
- Define terms
- Convey arguments vividly
- Avoid “ism” language (sexism, racism, etc.)
- Avoid offensive language
- Use language to enhance credibility