

MODULE-2

AUDIENCE ANALYSIS

Audience awareness, Audience analysis, Types of audience, Importance of audience analysis, Audience Profile, Analyzing Individual and group of audience, Adapting message to audience.

In a communication process, both the sender and the receiver must play an active role to make the communication successful. In the previous module (Module.1 Basic Communication) we have discussed about some features of communication and its various aspects, here in this module (Module.2 Audience Analysis) we will try to focus on audience and his/her role in a communication process.

1. **Importance of Audience:** Communication is not possible without a receiver. A successful communicator always establishes a rapport with the audience to make his/her communication successful. The communicator and his/her communication will be more effective if audiences get interest and understand the message that he/she conveys. For this purpose, a communicator must analyze his/her audience and know what they expect from him/her. Before speaking to a gathering, the communicator should investigate the need and characteristics of his/her audience.
2. **Audience Analysis:** Audience analysis generally becomes important in a situation when a communicator addresses people of other cultures (*Beyond dictionary meaning; here the word culture needs elaborate discussion*). Success of a message depends how well it is planned. Planning any message depends on the audience profile and audience analysis. Based on audience profile an audience analysis is done. Apart from considering the emotional and cultural issues of an audience, a communicator should take the following points into accounts and at the same time a communicator needs to prepare an audience profile to know them in a better way. Following points should be considered to analyze audience in a communicative situation.
 - 2.1 **Language skills and intelligence:** A communicator needs to know the level of understanding of his/her audience. He/ She must assess the acceptability of a message by his/her audience and design and frame the sentences according to their capabilities.
 - 2.2 **Knowledge and understanding:** It is important to check the level of understanding of the audience. A communicator should give the audience ample opportunities to understand his/her message without being offended.
 - 2.3 **Relationship:** Communicator –audience relationship affects in such a way; in which even a most casual message can also be framed. The better one knows his/her audience, the more relaxed one can be about the ways of sharing messages with them. In case a communicator knows a person very well he/she will use a set of vocabulary that can be

easily encoded and decoded. Hence, the relationship between a sender and a receiver play an important role in successful communication process.

3. **Types of Audience:** Depending upon nature and characteristics, audience can be categorized into various category, the important categories among them are- Primary Audience, Secondary Audience and Initial Audience.
4. **Importance of Audience Analysis:** Audience is the centre to of communication process. The purpose of communication is to transfer a message with a transmission of understanding among the audience. A good communication is always audience-centered. It is the audience that determines how one achieves the objectives of communication. If a communicator fails to analyze the attitude, interest and knowledge of his/her audience then he/she is likely to be failure. Audience analysis is very essential before designing a message. Communication can take place only when a message is received in the same sense and spirit that sender intends to convey. A sender needs to device some common ground between him/her and his/her audience. A communicator also needs to choose the information that audience needs and finds interesting. His/her should encode a message in words and other symbols that every one among the audience will understand easily.
5. **Audience Profile:** It is very important for a successful communicator to develop a profile of his/her audience before going to address them. A communicator should learn about his/her audience so that messages can be designed for better applicability. It is easy to predict the queries of a group of known people but it is difficult to predict the queries of strangers. Hence, a communicator should develop a profile of his/her audience. The following points should be followed to prepare an audience profile.

5.1 Identification of primary audience:- Primary audience are the target audience of any interaction. They are the key decision maker of the success of a conversation. A communicator should try to attract the attention of his/her primary audience.

5.2 Determination of audience size: - It is essential to determine the size of the audience. The approach of a communicator varies depending upon his/her audience. He/she needs to frame the structure of his/her topic depending upon the number of audience present in the discussion group.

5.3 Determination of audience composition:- Audience members can be of various kinds. They may be of different age groups, different cultural backgrounds or different geographical locations. In this case, a communicator should look for common denominators like language, jargon as a means of his/her communication.

5.4 Projecting audiences' expectations and preferences:- An intelligent communicator targets audiences' expectations and preferences and moulds them to suit his/her purpose. If proper analysis of the audience is made before presentation then a communicator will be able to understand the expectations and preferences his audience and deign the message according to their need and demand.

5.5 Estimation of audiences' possible reaction:- If a communicator can understand his/her audience properly, then he/she can make an estimate of their possible reactions. If a communicator expects favourable response from the audience then, he can present his/her conclusions and recommendations with minimal supporting evidence.

5. Estimation of audience: (Summary)

- ❖ The number of audience should be estimated before presentation.
- ❖ Expectations and preferences of the audience should be considered.
- ❖ Age ranges, socio-economic conditions, occupations and geographic regions of the audience should be taken into consideration.
- ❖ The presence of the audience in the presentation hall should be taken seriously.
- ❖ General attitude and interest of the audience towards the topic should be taken into consideration.
- ❖ Possible objections and questions of the audience should be anticipated.
- ❖ Experience and background of the audience should be analyzed.
- ❖ Knowledge of the audience over the subject matter should be taken seriously.
- ❖ General concept and specific details of the topic of presentation should be viewed properly.

7. Analyzing Individual and members of audience: In order communicate satisfactorily a speaker should have the following information.

7.1 Knowledge of the audience: A communicator should always try to assess the knowledge and level of understanding of his audience. In order to draw cooperation of the audience he/she may start the maiden statement honestly as “As you know” or as we are familiar to today’s topic etc. He /She should space out acronyms; for example the speaker should use University Grants Commission instead of speaking U.G.C. etc.

7.2 Personality: A communicator should judge the personality of his/her audience. He/ She should design his/her message according to the personality of the audience, so that they will be able to decode a message easily.

7.3 Value and Beliefs: A communicator needs to analyze the value and belief of his/her audience. He/ She should design the message in such a way that it does not hurt their values and belief system, otherwise the message is likely to provoke reaction and will defeat the purpose of communication.

7.4 Past Behaviour: Past behaviour of the audience shows a lot about their performances(feedback). It is seen that, how a receiver behaved in the past often predicts how he/she will behave in future. In order to communicate successfully, a communicator should know get an idea of past behavior of his/her audience.

8. Adapting Message to Audience: A communicator should analyze his/her audience minutely and adapt a message in such a way so that his/her audiences can understand the message easily and find interesting. A communicator should follow the following steps while adapting a message:

- ❖ Audiences' ego should be protected.
- ❖ A message should be conveyed in a direct way.

- ❖ Defensive and arrogant sound should be avoided.
- ❖ Words which produce negativity should be avoided.
- ❖ Instead of academic language conventional language should preferred in general discussion.

Some important questions of Module.2

1. "Audience is the center of communication process." Justify the statement.
2. What is audience profile? How does audience profile help to know the audience?
3. What is Audience analysis? Why should a presenter analyze his/her audience before presentation?
4. Write a note on importance of feedback during presentation.
5. "A successful communicator always establishes a rapport with the audience" How does a communicator establish rapport with the audience? Explain.
6. "Messages should be designed based on audiences' expectations and preferences" Illustrate the statement.
7. Define audience analysis. How does feedback affect the flow of communication?
8. "Communicator-audience rapport makes a communication successful" Discuss.
9. "Messages should be designed based on audiences' expectations and preferences" Illustrate the statement.
10. "Proper estimation of audience makes presentation easy and simple" Explain.
