**Audience Analysis Questionnaire Feedback Worksheet**

* ***What is the specific purpose of my speech?***

To persuade audience to choose proper English TV shows as learning materials.

* ***Who are the audience for my speech?*** *(Demographic traits: age / gender /cultural background/preference…)*

1. Undergraduates in their second year in ECNU.
2. Most of them are females.
3. Most of them majors in social science (eg. Psychology and management) and technology science (eg. Education technology and software technology).
4. The majority of them consider themselves spend more than an hour per week watching English TV shows aiming at English learning but find it doesn’t work.

* ***In choosing a specific purpose, how do I narrow down the topic so it will be appropriate to my audience?***

The questionnaire reveals that three quarters of the audience has developed watching English TV shows as a hobby, and consider it as a relaxing English learning method rather than merely entertainment. In that case, my speech will skip the part emphasizing on the benefit of learning from English TV shows and persuading them to get started.

Many of them showed disappointment at their learning during watching English TV shows, averagely scoring their satisfaction as 2.2 out of 5. When it comes to the reason, some considers expressions from TV shows are useless for life and exam demands, while others consider that they couldn’t remains in brain for a long time. The factors behind their disappointment may be might be inappropriate choices for learning materials. So I determine my topic as choosing proper English TV shows as English learning materials.

* ***Situational audience analysis:***

1. What is the size of audience?

Approximately 30 students.

1. What is their previous knowledge about the topic?

Most of them are fond of watching English TV shows but have been worrying about how to learn efficiently from them.

1. What is their interest level in the topic?

They are in urgent need of some tips on efficient learning skills for English TV shows.

1. What is their original attitude toward the topic?

They prefer to learn English from situation comedies.

5) Other findings worthy of sharing/ out of my expectation?

Opposite to my expectation, none of the surveyed audience merely watch English TV shows for fun. Additionally, more than half of the audience keep paying extra attention to accents, pronunciations and idioms deliberately while watching English shows. In that case, I will abandon the part arousing their awareness to deliberately learning from English TV series.

* ***Adaptation to my audience***

1. What devices do you plan to use in the introduction to gain attention from your audience?

Depict a hypothetical situation that they are picking out an English TV show as a relatively relaxing learning method and asking audience what is the first TV show jump into their minds when it comes to English learning.

1. How would you relate your topic to your audience in the introduction?

Demonstrating a situation familiar to them.

1. What are the possible main points of my speech? Why do I develop those points for my audience?

Situation comedies are not advisable for English learning.

Take your vocabulary and expressing level into consideration.

1. What decisions do I make in choosing supporting materials for my audience?

First, to build up authorities, I’ll quote some linguistic theories as academic testimonies.

Then, I’ll introduce my own studying experience as peer testimonies.