

# AUDIENCE ANALYSIS

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Communication 105

# Becoming an Audience-Centered Speaker...

How do you ensure that you have thought like a listener during the speech process?

## Audience Analysis

- The collection and interpretation of data about characteristics, attitudes, values, and beliefs of an audience
  - Gather information about the audience
  - Analyze information about the audience
  - Adapt to your audience

# Demographic Analysis

- Age
- Gender
- Cultural or Ethnic Background
- Education
- Occupation
- Religion
- Geographic Origin
- Group Membership

# Psychological Analysis

- Attitudes and Values Related to the Topic
- Relationship to Speaker
- Attitudes Related to the Situation

# Situational Analysis

- Size of Audience
- Physical Setting
- Time

# Observation

- Speaker watches and interacts with audience members and notes their behaviors and characteristics
- What are some things you can tell just by looking at audience?
- What requires communication?