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?