AUDIENCE ANALYSIS
WHAT IS AUDIENCE ANALYSIS?

It is dissecting & examining your audience in order to determine your relationship (speaker) with them (listeners) in order to adapt to their needs, wants, beliefs attitudes, etc.
HOW DO WE ADAPT?

By tailoring the speech in content, language, and delivery, to the particular audience you have analyzed.
3 PERIODS OF ANALYSIS

• PRIOR ANALYSIS
• PROCESS ANALYSIS
• POST ANALYSIS
3 PERIODS OF ANALYSIS

• PRIOR ANALYSIS
  – Begins when the speaker is asked or scheduled to speak
  – Concludes when he/she stands up to approach stage
3 PERIODS OF ANALYSIS

• PROCESS ANALYSIS
  – Begins when the speaker stands to approach stage
  – Concludes when she/he says her/his last word
3 PERIODS OF ANALYSIS

• Post Analysis
  – Begins immediately after speaker concludes
  – Never ends
PRIOR ANALYSIS

• DEMOGRAPHICS ARE OBSERVABLE, MEASURABLE

• PSYCHOGRAPHICS ARE OFTEN INFERRRED COGNITIVE & AFFECTIVE TRAITS

• RHETORIGRAPHICS
  – PLACE
  – TIME
  – EMOTIONAL CLIMATE
DEMOGRAPHICS

- AGE
- GENDER
- RACE
- ETHNICITY
- EDUCATION
- POLITICS
- RELIGION (CREED)
- SOCIO-ECONOMICS
- GEOGRAPHICS
- SEXUAL ORIENTATION
- OCCUPATION
GENDER

- Differences in gender relate more to culture than to biology
- Females are more people-oriented; males are more “thing” oriented
- In instances in which women are more persuadable than men, education is the equalizer.
- Women conform more readily to group pressure.
EDUCATION

• Greater a person’s education, the greater the political interest & participation, & participation in community affairs
• Well educated person likelier to declare an interest, offer opinion, and react in a broader ideological context
• Less educated are more fatalistic & pessimistic about future & their ability to effect change
education continued

• Opinions of well educated are more stable, more firmly held, & more consistent

• Changes in attitude of well educated are generally related new information they receive, not propaganda techniques
AGE

• Most interested, attentive, & informed are in 30s, 40s, and early 50s
• Young tend toward isolationism
• Caution & risk avoidance increase with age
• Older people are more pessimistic about avoiding war
• Older people have more fixed religious & political affiliations and beliefs
Socio-Economic Status

• Income increases w/education
• In international affairs, education is more important in determining choices than either income or occupation
• Higher income = more conservative attitudes toward social & political issues
• Upper class is more motivated to achieve, have better education, more opportunities, & greater influence