

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, MEASUREABLE
- **PSYCHOGRAPHICS** ARE OFTEN INFERRED 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