Audience Analysis and Adaptation- Questions for Consideration

What is audience analysis?

It is dissecting and examining the audience in order to determine your relationship, as a speaker, with them, as listeners, in order to adapt to their needs, wants, beliefs, attitudes, experiences, knowledge and values.

How do you analyze the audience?

Ask yourself some questions and find some answers!!!

What interest is the audience likely to have in your subject?
How well informed is the audience on the subject?
What attitudes do your listeners have toward the subject?
What opportunities will your listeners have for participation?
How do the listeners regard you as a person?
How do you feel about your listeners?
Does the physical setting aid or impede speaking?

Where do we obtain information about the audience?

Personal inquiry
Personal knowledge of human nature
Specific studies
Some factors to be considered:
- Sex
- Social Characteristics
- Economic status
- Education
- Cultural interests
- Beliefs, attitudes, and opinions

What is adaptation?

It is adjusting, molding, and fitting the information you have determined by audience analysis in order to obtain the specific purpose for which you are speaking.

How do we adapt information?

Tailor the speech in content, language, and delivery to the particular audience you have just analyzed.
Tailor the speech according to:
- specific purpose
- material you have gathered
- central idea about which you want the audience to focus.

Arouse and motivate the interest of the audience

Your speech must be motivating and you must be motivating and interested.
Involve your audience in the speech.
Don't talk over the heads of your listeners.
Talk to them and not at them.
Give relevancy to what you are saying

REMEMBER--- ADAPTATION MUST CONTINUE TO FUNCTION IN THE ACTUAL SPEAKING SITUATION *WATCH FOR AUDIENCE REACTION *AND REACT ACCORDINGLY

BE COGNIZANT OF THE FEEDBACK…