

AUDIENCE ANALYSIS WORKSHEET

Speaker _____

Topic _____

What is your audience for this speech?

What is the specific purpose of your speech?

In choosing your specific purpose, how will you narrow the topic so it will be appropriate to this audience?

Demographic audience analysis: What special adaptation is necessary in the speech because of the audience's

age

sex

religion

racial or ethnic background

group membership

other (specify)

Situational audience analysis: What special adaptation is necessary in the speech because of the audience's

size

response to the physical setting

knowledge about the topic

interest level in the topic

attitude toward the topic

disposition toward the speaker

disposition toward the occasion

AUDIENCE ADAPTATION WORKSHEET

What device(s) will you use in the introduction to gain the attention and interest of your audience?

What steps will you take in the introduction to relate the topic directly to your audience?

What are the main points of the speech? Why do you plan to develop these particular main points for this audience?

Why have you selected the supporting materials you plan to use for this audience?

What steps have you taken to make your language clear and appropriate to this audience?

What adjustments will you make in delivery-rate of speech, volume, tone of voice, gestures, and the like-to communicate your ideas to this audience?