

# Lecture 4

## Analysing the audience

# *An Audience-Centred Approach*

- **Audience analysis** is the process of analyzing the expected audience.
- **Demographics** involve statistical facts of the audience including age, gender, culture, ethics, racial background, religion, and education.

- **Attitudinal analysis** includes the attitudes, beliefs, and values of the audience.
- **Attitude** reflects likes and dislikes, while **beliefs** are what the individual holds as true or false.
- **Values**, separate from attitude and beliefs, are what a person judges to be right or wrong.
- Knowing your audience's attitude on a topic is necessary before presenting a speech.

- Another important attitude is that of the audience toward the speaker. A credible speaker is more likely to be believed and listened to than a person speaking from research.
- The environment can also determine the outcome of a speech, which makes **environmental analysis** important. The more attractive the decor the more open the audience tends to be to a message.

- A speaker must be able to adapt to the nonverbal clues an audience gives as well as the verbal responses.
- Clues such as **eye contact** with the speaker, the **facial expressions** of the audience, and **restless movement** within the crowd tend to be indicative of the audience's interest in the message and the speaker.
- You must be able to make changes to grab the audience's attention when their attention begins to wander.

**HOW TO GET ANY AUDIENCE  
TO LOVE AND ADMIRE YOU:  
Six Lessons Learned From  
FDR's Fireside Chats**

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- The best broadcasters are able to make each listener feel as if they are sharing an intimate one-on-one conversation.
- They never elevate themselves above their audience, but speak to everyone as if they were a dear, cherished friend.

- The first broadcaster to use this technique was President Franklin D. Roosevelt in his famous radio broadcasts, the "fireside chats." FDR delivered 31 of these chats over the course of his presidency, beginning on March 12, 1933.

- While these techniques are especially useful for radio and TV interviews, use them when speaking to ANY audience; over the phone or face-to-face.
- 1. He visualized his audience as individuals, never as a mass of people.**
  - 2. He visualized his audience on the porch, at the dinner table.**

- 3. He was conscious of their faces and hands, their clothes and homes.**
- 4. His voice and facial expression as he spoke were those of an intimate friend.**
- 5. As he talked his head would nod and his hands would move in natural, simple gestures.**
- 6. His face would smile and light up as though he were actually sitting on the front porch or in the parlour with them. People felt this and it bound them to him in affection.**

# A.U.D.I.E.N.C.E. Analysis

- **A**nalysis - Who are they? How many will be there?
- **U**nderstanding - What is their knowledge of the subject?
- **D**emographics - What is their age, sex, educational background?
- **I**nterest - Why are they there? Who asked them to be there?
- **E**nvironment - Where will I stand? Can they all see & hear me?
- **N**eeds - What are their needs? What are your needs as the speaker?
- **C**ustomized - What specific needs do you need to address?
- **E**xpectations - What do they expect to learn or hear from you?

# How to Deal With a Hostile Audience

- 1. Listen carefully to the question & repeat it aloud***
- 2. Answer directly. Look directly at the person asking the question***
- 3. Refer to your Speech***
- 4. Anticipate areas of questioning***
- 5. Be friendly, always keep your temper***

- 6. Always tell the truth***
- 7. Treat two questions from the same person as two separate questions***
- 8. Don't place your hands on your hips or point at the audience***
- 9. Keep things moving***
- 10. Conclude smartly***