

Preparing to Participate

Name: _____

PREPARING TO PARTICIPATE Chapter 6: Analyzing Your Audience

6.1 Knowledge

Discuss why it is important to consider your audience when developing and producing your speech.

6.1 Application

What would be the consequences of not considering your audience? Can you think of an example when someone said something without considering who they said it to? What happened?

6.2 Knowledge

Define audience demographics. Give examples of demographic traits.

6.2 Application

Consider your classroom audience. Which audience demographic traits will be important to consider with your topic?

Consider the various classes you are taking. How are the audiences in those classes different from this one?

6.3 Knowledge

List six factors to consider when analyzing the speaking situation. Then, note information to consider for each factor.

6.3 Application

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Think of your topic or a topic you are considering. How do these six factors affect the way you develop your speech? Specifically, what might your audience's interests, knowledge, and attitudes that would affect the research and writing of your speech moving forward.

6.4 Knowledge

List and describe the informal and formal methods of gathering information about the audience.

6.4 Application

Considering your speech topic, what questions (both formal and informal) can you ask your audience? How will you use this information as your research your topic and write your speech? What will you say to connect your speech to your audience?