CHAPTER 6- ANALYZING AND ADAPTING TO DIVERSE AUDIENCES

Learning Objectives

- Explain what a contiguous audience means.
- Define the concept of audience analysis.
- Adapt presentations to a target audience.
- Distinguish between audience demographics and audience psychographics.
- Create a profile for a particular target audience.
- Explain the concept of audience adaptation generally and what it means in terms of adjusting to co-culturally diverse audiences.

Outline

I. Identifying Your Target Audience
   A. The Contiguous Audience is the people sitting or standing immediately in front of the speaker.

II. Analyzing Your Audience
   Audience analysis is the systematic gathering of information about an audience in an effort to learn everything possible about it that is relevant to the topic.
   
   A. Audience Demographics
      Demographic makeup refers to the social characteristics of the audience. Analysis by social categories (e.g., gender, age, and religion) can reveal beliefs and orientations that audience members are likely to share and that are likely to affect how they will respond to a particular topic, an approach to that topic, and a particular speaking style.
   
   B. Audience Psychographics
      Audience psychographics seek to determine what kinds of attitudes, beliefs, and opinions people share. A psychographic audience analysis includes the audience's motives for being in the audience; its interests in and knowledge of the speaker's topic; and the audience members' personal feelings.
   
   C. Formal Methods of Analyzing Your Audience
      1. Questionnaires or surveys use open questions to allow respondents leeway in their answers, answers often reveal why respondents feel the way they do. Closed questions narrow respondents' answers by forcing them to choose among two or more possible choices and tend to generate specific answers.

III. Adapting to Your Audience
   Audience adaptation refers to the process of adjusting one’s topic, purpose, language, and communication style in
order to avoid offending or alienating members of the audience and to increase the likelihood of achieving the goals of making the speech.

A. Dealing with Co-Culturally Dissimilar Audiences by:

1. Targeting the purpose of the speech to the specific co-culture being addressed.

2. Sensitizing the language and the communication style used in the speech to the co-culture.