

Name: \_\_\_\_\_

**PREPARING TO PARTICIPATE**  
**Chapter 6: Analyzing Your Audience**

**(Student Preparation—Knowledge)**

**(Student Participation—Application)**

**6.1 Audience Importance**  
Discuss why it is important to consider your audience when developing and producing your speech.

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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 Audience Demographics**  
Define audience demographics. Give examples of demographic traits.

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

**6.3 Factors to Speaking**  
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 you learn about your audience's interests, knowledge, and attitudes that would affect the research and writing of your speech moving forward.

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

**6.4 Methods**  
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?