

Audience Analysis Worksheet

Analyzing your Audience

1. How might you analyze your audience through Direct Observation?
2. How might you analyze your audience through Inference?
3. How might you analyze your audience through Data Sampling?

The Five Layers of Audience Analysis

1. What does a speaker consider in a Situational Analysis?
2. What does a speaker consider in a Demographic Analysis?
3. What does a speaker consider in a Psychological Analysis?
4. What does a speaker consider in a Multicultural Analysis?
5. What does a speaker consider in a “Topic Interest” and “Prior Knowledge” Analysis?