

Ch. 8 Worksheet

You will soon be preparing a vacation speech. This worksheet asks you to imagine various audiences for that speech. **Work in pairs to answer the questions below. The first two questions call for lists with mostly one-word answers. The last three items require complete sentences.** (You may need to do a bit of internet research to know the demographics of some of the groups mentioned.)

1. Imagine that you are slated to speak on the topic of “The Perfect Vacation” at Sidewell Friends Elementary School, the elite private school where President Obama’s children attended. Anticipate the demographics of your listening audience.

Age –

Gender-

Occupation of parents-

Educational background of parents-

Racial background-

Political background –

Ethnic or cultural background-

Socio-economic background-

1. Imagine that you will give the same speech in one of the inner-city District of Columbia high schools where nearly half of the students don’t graduate. How would this audience probably be different from the one mentioned above. List four anticipated differences in demographics.

a.

b.

c.

d.

1. Imagine this situation: You have been invited to present your “perfect vacation” speech to a group of Kansas FFA members. What gender demographics, political background, and interests would you anticipate? (You may need to use the internet to research these demographics.) How would you change your speech to appeal to this audience?

Gender –

Political-

Interests-

How to appeal?

1. Imagine now that you are asked to give your speech to an FCCLA convention. How might the gender demographics, knowledge and attitudes of this audience be different from the FFA audience?

Gender difference-

Knowledge differences-

Attitudes-

1. Of the four audiences listed in the questions above, which group would most likely be a **friendly audience** if your perfect vacation speech were about Maui? Why?
1. Which group would be most likely be a **hostile audience** if you recommended they consider a trip to Maui? Why?