

Audience analysis essay sample

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In the process of giving a persuasive speech, analyzing the audience is very important so as to gauge the possible effects and repercussions that the speech entails. In the context of the speech that argued against the use of elephants in circuses, the audience could be analyzed exploring the intricate details and the disposition. The audience at whom the persuasive speech is aimed at has a secondary role to play. The secondary audience needs to be affected by the persuasive messages that are communicated in the course of the paper in context. The points of argument and persuasion that are explicated in the speech have to be emotionally stirred so as to comprehend the importance of the matter in context.

If the secondary audience finds the persuasive speech emotionally appealing, then it can be opined that the speech is effective enough in its ambition. Apart from this, there can be a presence of primary audience as well who would require stepping up and taking action in context of the discussion of the paper. It has to be kept in mind that the speech is aimed at the general mass, and therefore it can be opined that its reach and appeal is not focused on a specific group of people of the society. Apart from this, one important aspect that needs to be kept in mind is that the audience has to be classified with utmost perfection so as to enhance the effectiveness of the speech in context. If the audience is gauged properly, it would be possible to stress on the points that need explication and persuasion.

The purpose and goals of the people who ought to listen to the persuasive speech has to be taken into account for the sake of a proper analysis of the audience. Since circuses involve entertainment and leisure, it can be surmised that the general audience of the speech would have interest in the subject matter as it is surely not something that they would not be able to

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relate to in the course of the speech. A very important aspect of the utility of the persuasive speech is the analysis of the commonality of characteristics of the elephants in context with the human race. Focusing on the emotional characters of the animals and the bond that they share with the families would find commonality with the emotional bonds that humans have within their societal structure and dynamics. It has to be comprehended what the audience expects from the speech- something that would definitely enhance the appeal of the writing and persuasion.

For extracting the utmost affective appeal from the persuasive speech, the specific characteristics of the audience in context has to be kept in mind. The personal characteristics as well as the cultural characteristics of the people in context have to be taken into account as that would enable a holistic understanding of the sort of emotional content and persuasion that would suffice the purpose of reach out to the audience and leaving a mark in their hearts with the speech.

As such, specific examples would help the audience to comprehend the importance of the matter at hand, and the immediacy of the required action in this regard. Any sort of information that is not needed for the audience should be omitted from the course of the paper so as to keep in precise and effective in the truest sense of the expression. Thus, the organization of the paper, the sentence structure and the transitions would work together with the audience's nature and characteristics so as to create the best possible effect of the persuasive speech that deals with a one of the burning issues of the day- cruelty and insensitivity toward animals.