

Audience analysis paper



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BUSTER**

When presenting a quarterly sales meeting to managers, salespeople, stakeholders, and customers, the speaker must be able to communicate effectively to the audience.. In order for the speaker to do so he or she must be able to capture the attention of the audience. The speaker can achieve this by knowing the characteristics of the audience, various communication channels, the diversity of the audience, and by ensuring that the message is effective. This process is known as audience analysis.

It is important when conducting an audience analysis that the speaker considers certain characteristics of the audience to ensure that the needs of the audience are being met. The speaker does this by researching the group's ages, gender, religious background, income levels, and by what they have in common. Considering what educational backgrounds they come from and what they do for a living is important when considering characteristics. The speaker should also consider the culture of his audience.

Culture provides patterns of acceptable behavior and beliefs. During the presentation, the speaker should use appropriate communication channels as well. Choosing an appropriate communication channel or channels is mostly based on the needs of the audience being addressed. The speaker should choose a communication channel that is most effective when presenting the message to the audience. Oral communication is speaking to someone verbally. Oral communication requires cultural understanding. There are advantages and disadvantages to using this format.

Advantages to communicating verbally are that the information is received instantly; it builds a relationship with the audience, can be shorter and more

specific, and allows the audience to connect with the speaker. The disadvantages to this channel are not having enough details, the message can be misinterpreted, there could be too much information, and the audience might not be able to hear the speaker. The audience may speak different languages. Learning a little about the audience's language will help you understand some of their culture.

It is also beneficial to the speaker to understand different culture's conversation styles. This is important for the speaker to know so that he won't offend his audience unintentionally. For example saying "no" in some cultures is considered rude, a "yes" could simply mean "I heard you." Communicating in a written format allows the speaker time to think through the information, make corrections, and research the information to ensure accuracy. The message can include statistical data, graphs, charts, and pictures.

This allows the audience to be able to read the message clearly without misinterpreting, and a permanent record of the information that can be used for future reference. The speaker should also use PowerPoint presentations and handouts, this way several channels of communication are provided to the audience so that the message can be effectively delivered.

Considerations that the speaker should keep in mind when presenting information to a diverse audience, is their culture and learning styles.

Culture is a learned set of shared interpretations about values, beliefs, and practices in other cultural diversity.

A speaker must be aware of how they can best support the audience. This may require that the speaker adapt to the audience's learning styles. Types of styles can range from visual learners that need the use of graphics or listeners that focus on your words, and would rather talk than write. The speaker must also be aware of religious beliefs. For example, some religions require that they pray at a specific time of the day. If the meeting is scheduled during this time, it could create a problem. To avoid this, the speaker should try and schedule around that time.

We live in a multicultural society so the speaker shouldn't make any assumptions about the audience. The message should be inclusive and not geared towards a particular person or group. The speaker should not focus on one particular audience member when speaking, but should move around slowly while speaking, trying not to stare at one particular person. Staring in some cultures is a sign of disrespect. The speaker should also be aware of nonverbal communication. Although it doesn't use words, nonverbal signals can be misinterpreted just as easily as can verbal signals in different cultures.

The speaker can insure that the message is effective by stating the purpose of the meeting to the audience in the beginning. The speaker should make sure the agenda is clear and indicates whether items are for information, discussion, or action, and how long each item will take. The speaker should also be prepared to discuss issues that are controversial. It is a good idea to have time allotment for these matters. The speaker should also be prepared for criticism. Having constructive ways to respond to criticism from the

audience includes paraphrasing, checking for feelings, checking inferences, and buying time with limited agreement.

Communication is one of the most effective tools in today's business.

Consideration of the diverseness of the group is important in order to keep the focus of each person while communicating the message. In order for the information to be absorbed by the audience it must be effectively delivered and the communication barrier the speaker must overcome. There are many tools for a speaker to use, but it is important that they first get to know the audience's characteristics to find out the diversities among them.