

Audience sensitivity essay

Business



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Audience sensitivity is to be mindful of the different groups of diversities that are present in a crowd. When presenting to an audience either with a speech or in a meeting you need to know your audience.

Knowing the audience will ensure that the message is delivered appropriately and that the audience will completely understand the message without any misunderstandings or confusion. There are many things to consider with audience sensitivity such as; age, gender, and also demographics. Another thing to consider with audience sensitivity is to use terminology that is understood by the audience (Lopker, 2009).

Audience sensitivity is very important in business because often with a speech or meeting you are trying to deliver a message. If you do not look at some of the things to consider with audience sensitivity then either the wrong message can be portrayed or someone may be offended. There are certain things that need to be known to deal with audience sensitivity, knowing your facts are very important and also preparation. (Bloomsbury, 2006) Not knowing what you're talking about can certainly turn off an audience. Some guidelines to consider with audience sensitivity are to have a good first impression, tailor the content so that the audience understands the message, and also to be confident and be able to answer questions (Lopker, 2009). Many people have different attitudes, beliefs, and values that come with diversity in an audience.

Keeping all of these guidelines will help a spokesperson from offending anyone. Some of the best practices when dealing with audience sensitivity are practicing what you are going to say, doing an audience analysis, and

knowing your environment. If all of these guidelines and practices are taken into consideration when dealing with an audience then a good presentation should follow.