Imagine that you are going to give a hypothetical speech to an audience. This can be based in reality on speeches you normally give (perhaps at church or in your workplace), or completely fictional.

Example of the teacher gave:

Here's an example of a strong audience analysis. Keep in mind that this is just an imaginary scenario, not a speech you actually have to deliver in real life.

1. Speech Topic: How to eat local and why you should

Who is your audience for this speech?

I would present this at the local community center to help connect people in my town with local farmers and farmers markets. The audience is made up of residents of my city who are interested in sustainability, healthy eating, and local agriculture.

What is the specific purpose of your speech?

To convince people to eat local food, shop at farmers markets, and provide them with the information they need to find affordable, sustainable, locally-grown produce.

In choosing your specific purpose, how will you narrow the topic so that it will be appropriate to this audience?

By focusing on sustainable, locally grown food, instead of a larger topic like sustainability in general, my topic will relate directly to my audience and give them specific steps they can take to eat a more sustainable diet.

2. Demographic audience analysis:

What special adaptation is necessary in the speech because of the audience's:

o   Age: This speech is meant for adults who live on their own and do their own grocery shopping, so the target age group is about 18-80.

o   Gender: All genders are welcome, so I will be sure to use inclusive language and not make assumptions about audience members' gender identities.

o   Religion: Since I'll be speaking at a community center, there will likely be multiple religions represented. In my community, most people are Christians or nonreligious, so that is likely the makeup of my audience as well. I'll be sure not to make any assumptions about people's religions and be mindful of dietary restrictions among some faith communities.

o   Racial or ethnic background: My community is predominantly white, while African American and Latinx folks make up a substantial percentage of the population as well, so I would expect those same demographics in my audience. I want my speech to be inclusive, so I'll be sure to use language that is sensitive to a diverse audience.

o   Group membership: Since this speech would be at a community center, audience members are likely all members of the community and live in nearby neighborhoods.

o   Other (interests, political background, etc): My community is progressive and many people here are interested in sustainability, environmental and economic issues, and outdoor recreation. There is also a growing interest in preserving local Appalachian skills like farming, canning, and traditional cooking methods. These interests all relate to my topic, so I can use that as a jumping off point.

3. Situational audience analysis:

What special adaptation is necessary in the speech because of the audience's:

o   Size--Let's say I have an audience of 50. That means I will need to speak loudly so everyone can hear, and make eye contact across the whole room. With an audience this size, there are also some hearing impaired folks, so enunciating clearly and speaking up will be especially important.

o   Response to the physical setting--The community center near me is not exactly cozy, so I would need to make up for that by showing warmth and being extra welcoming. Because I would be speaking in a large auditorium, it may be a bit echoing. This means enunciation is even more critical. A microphone will be helpful in this setting.

o   Knowledge about the topic: I would assume that folks are attending this talk because their knowledge of local agriculture is limited. They may not know what kinds of crops flourish here or where to find local foods to purchase. These are points I would cover in my speech.

o   Interest level in the topic: Since attendance at this event is voluntary, I can safely assume that the audience members are excited to be there and very interested in the topic. I would want to capitalize on that by matching their excitement and interest with a high-energy presentation.

o   Attitude toward the topic: Audience members likely feel positive about local foods and are excited to take concrete steps to incorporate local produce into their diet. I would capitalize on this with concrete steps to take and recipes they can use right away.

o   Disposition toward the speaker: Most of the audience members wouldn't know me, and some may be suspicious of me because I'm a newcomer in this relatively close-knit community. They'll be able to tell from my way of speaking that I'm not originally from the South, so I'll want to let them know that I am committed to my new community and share their values.

o   Disposition toward the occasion: Again, most audience members are there because they want to be, so they are likely open to hearing more about the topic and happy to be at the event.

4. What device(s) will you use in the introduction to gain your audience’s attention and interest?

One of my favorite techniques for getting an audience's attention is a surprising statement. I would begin this speech by telling my audience that industrial agriculture and the American food system is one of the biggest contributors to greenhouse gas emissions and by extension, climate change. I would follow this up by telling them that one simple way to help with this problem is by eating local, sustainable foods, which also contributes directly to the local economy.

5. What steps will you take in the introduction to relate the topic directly to your audience?

This speech is all about local food, so I'll let my audience know that their food choices have the power to impact the environment and the local economy.

6. What are the main points of the speech?

o   Intro: Industrial agriculture is terrible for the environment and doesn't do much to benefit small farmers. But we can make a positive impact by purchasing local, sustainable foods.

o   Main point #1: Eating a local diet is good for the environment.

o   Main point #2: Eating a local diet is good for your health.

o   Main point #3: Local foods are easy to find at local farmers markets and are more affordable than many grocery store options.

o   Conclusion: Recap main points and leave audience with a memorable closing thought.

7. Why do you plan to develop these particular main points for this audience?

Given the common values of my community, I know my audience will care about making sustainable choices, eating a healthy diet, and being able to afford locally-produced food. There's a perception that farmers markets are more expensive than shopping at the grocery store, but that isn't always the case, and there are ways to get local foods at a great price. Everyone wants to save money, so this is an important point.

8. Why have you selected the supporting materials that you plan to use for this audience?

I would use scientific articles about the impact of industrial agriculture, advice from dietitians, testimony to from local farmers, and my own research on the affordability of local foods compared to similar non-local products at nearby grocery stores. I want to use a wide variety of sources, from academic to personal, because my audience is broad and different people are likely to be convinced by different kinds of evidence. Unfortunately, some people are likely to be skeptical of scientific research, but they might be receptive to quotes from local farmers.

9. What steps have you taken to make your language clear and appropriate for this audience?

Since this event would be open to everyone in the community, I would want to make sure that I use language that anyone can understand, regardless of education level. So I would be sure to rephrase technical scientific language so that it's clear to non-scientists. I would also be careful to use inclusive language that is welcoming to people of diverse gender, ethnic, and socioeconomic identities.

10. What adjustments will you make in delivery (rate of speech, volume, tone of voice, gestures, and the like) to communicate your ideas to this audience?

Since this speech would be in an auditorium-type setting, I'll be sure to speak slowly and clearly and use a microphone. I'll use gestures that are visible to everyone, including folks in the back.