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Audience Analysis Paper

This is a very diverse class, full of varying interests, backgrounds, and aspirations. Here, the focus will be on some of those common denominators. Music, sports, and background will be explored here. This paper looks to explore these common interests in order to help me when creating future speeches that will appeal to my audience.

There are musicians of varying degrees in this class, from all of instrument sections. In the strings, Paolo, Rick, Boyd, Jim, and Seamus all play guitar. Boyd also plays the bass. There are no players of wind instruments; there are, however, a few constituents of the brass section. Rodney plays the soprano sax, and has played the baritone sax. Also, Carl played tenor sax in middle and high schools. Making up the percussion section are Seamus and Boyd. The pianists are Ezri and Raquel. The chorus is composed of Arianne, Boyd, and Tabby. The group is musically diverse, and also enjoys many different genres of music. Rodney enjoys jazz, where Boyd prefers East coast rap, as well as punk. If one were to make a speech on the topic of jazz music as expressive medium for black people in the early 20th century, credible sources would include musicians of the era, as well as black leaders, and scholars who have studied extensively that period. One would need to be very sensitive about this issue, as there are black members of the class, and it is still a very fresh wound that the whites inflicted on them.

This class is a very athletic class, which partakes in a plethora of sports. For example, Tabby runs, as does Seamus. Leah waterskis and wakeboards, Chazz plays basketball, Taylor is a sponsored skateboarder, and Jan plays tennis and basketball. Carl is into winter sports, and is a very accomplished snowboarder. Kevin enjoys all the board sports. Yoshiro is a Shaolin master, of the choi le fu school, as well as being a mountain climber and hiker. Sam is fond of working out, and Kimberly is a very talented dancer. Ashleigh used to be a cheerleader, and Jonathan plays soccer. Were one to discuss the

evolution of extreme sports from fringe domain to mainstream industry, good evidence would be statistics of participation over the years, such as the number of professionals in each sport. Also good testimony might come from athletes, social psychologists, and statistical analysts. Humor would be acceptable in talking about sports.

International origins are another commonality in the class. Alla is from the Ukraine, Sam is Peruvian, Mark is half Japanese, and Ashleigh is Panamanian-Indian. Jan is Mexican, and Jim has Guamanian blood. All of these folks add an international perspective to the audience, making most topics that much more interesting, as they would have a unique perspective on them. Take, for instance, the downturn in the economy, and how best to protect oneself against it. Each different nationality comes with a different socioeconomic environ, as well as a different mentality toward supporting oneself. Credible evidence would include reports on the state of various industries in various nations, as well as statements and statistics from proven economists and reliable analysts, as well as data from investment firms such as Fidelity. Depending on the topic, one must carefully craft one's tone to the situation

All of this is to say that this is a very diverse audience, with all different interests, backgrounds, and personalities. It is difficult to be sensitive to every member of one's audience, while still being true to the subject matter, tone, and goal of the speech. One must choose one's battles, in terms of who they are most sensitive to, in order to make an effective speech. If one is attempting to persuade a group to a certain perspective, one must not offend those of the opposite school of thought, but must still be sensitive enough to them to understand where they are coming from, and thus make a more effective argument.