

Name _____



Audience Analysis

DIRECTIONS: Use the organizer to plan how you will shape your speech to be appropriate for your audience.

My Topic: _____

I will be speaking to: _____

What are your audience's expectations toward you?	
What are your audience's expectations toward your topic?	
Is the purpose of your speech to inform, persuade, reinforce an idea or concept, or to entertain?	
What key points or call to action do you want your audience to remember? What do you want them to know, believe, do, or understand after they hear your speech?	