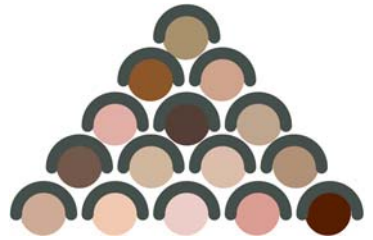


Name _____



Audience Analysis

Who is your audience?

What is your message, subject, or topic?

What are the demographics of your audience?

What is their level of understanding of your message, subject or topic?

What is their level of interest in your message, subject, or topic?

Does your audience have any established ideas, beliefs, or concerns that you should be aware of?

What kinds of rhetorical approach might be effective with this audience? Explain.