

Name \_\_\_\_\_

# Audience Analysis

**DIRECTIONS:** Answer the questions in preparation for writing your speech.

What is your purpose in speaking? \_\_\_\_\_

\_\_\_\_\_

What is your message, subject, or topic? \_\_\_\_\_

\_\_\_\_\_

What is your position, tone, or perspective? \_\_\_\_\_

\_\_\_\_\_

Who is the intended audience? \_\_\_\_\_

\_\_\_\_\_

What do they already know, think, or believe about the topic?

\_\_\_\_\_

\_\_\_\_\_

What kinds of evidence might appeal to this audience?

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Do you think this speech is likely to be successful with the intended audience?  
Why or why not?

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