Audience Analysis

My 11am Cornerstone class is full of big personalities. I believe that it will be difficult but not impossible to reach all of them with my speech on how they can help with providing clean water to developing nation. This paper is my plan on how to get my sometimes wild and distracted class to become a captive and passionate audience.

**Speaking Situation Characteristics**

Captive v. Voluntary Audience

My audience for this speech will be captive; because of this it will be harder to evoke emotion from them. They will also however be more understanding of mistakes, because they are doing the same thing as me.

Favorable, Unfavorable, Neutral

They will agree that something needs to be done, but as expressed in the survey not all of them would be willing to give to help. Overall however I believe I will be speaking to a favorable audience for sure by the end after they have learned the facts.

Size

The size of the audience is around twenty people. This allows for walking around, vote of hands, or any other way to make the small size even more intimate. The small size may make it easier to feel like I am talking at them, so I will have to work hard to make it conversational.

Occasion

This is not a special day for the class so some people hearing will be distracted by their lives and what they have going on. Since it is everyday though they do not have high expectations of what my speech is going to be. This could come in handy to do some shocking!

Physical Environment

The classroom is small. If I do use a power point I have to be careful that nothing important is on the far right of the screen because it will be cut off. The small class also means that talking loud is not necessary just talking loud enough to have a conversation with the back row.

Time

It will be right in the middle of a more than likely busy day for most of them. It will also be right before lunch so the tummies might be growling. It might be tough to hold their attention. The speech is not a long one however, so if I incorporate my visual aid evenly and excitingly throughout I should hold their attention.

**Audience Type**

**Agreeable Audience (Intensify)**

Present new information

When I gave my impromptu speech in class I learned that my class if very ignorant to the needs of others globally. They know about the USA, so I can use this to make the data even more shocking. Such as, “The amount of people that die every day from this is equal to ten times the deaths caused by swine flu a few years ago.”

Strengthens resistance to counter persuasion

My counter arguments are already weak, so this should not be hard. I will also use weak verbs in the counter argument and strong verbs in the main argument.

Excites the audience's emotions

I can do this through; my voice, my excitement, unexpected elements of the speech, relevant to them information, or a really cool video about my topic.

Provides a personal model

I give my audience steps they can take as an individual, class, and university about this problem.

Advocates a course of action

I tell them how easy it is. The main issues when it comes to this topic and nothing getting done is ignorance and apathy, I was planning on telling them at the end that now their only choice is apathy. I also give them super easy and inexpensive ways to help.

**Appeal, Delivery & Language**

Logos (logical appeals)

Delivery

In my delivery I plan on using a video of a man doing slam poetry about clean water. I believe that this will intrigue my audience to listen to me. I also tell my audience that they may only get givers high from this. They may however have the privilege of being apart of babies growing up, children getting an education, or giving life. I will use facts that talk about clean water in relation to other crises around the world. I will show them that this information is useful by telling them what they can do to help.

Preparation

I will prepare for this by looking up facts that use statistics. I will also prepare by doing research on what else they would spend their money on.

**Pathos (psychological appeals)**

Preparation

Tap Audience Values: Find stories that will evoke emotion.

Use Vivid Examples: Make up a little girl in Sera Loyne and tell her life story.

Motivationally Relevant Evidence: Tell them about how they will be changing lives for the course of generations.

Use unusual and dramatic evidence: Do this by telling statements giving by people from other nations about Americans. Then tell them they can change that.

Delivery

Use Memorable Slogans (Be all that you can be): Watering can for the world.

Generate Strong Images: This will be done with telling the girls made up story.

Use suspense: Finish the story at the end and give the audience the choice of what happens to her.

Ethos (credibility) - Initial, Derived, Terminal

Using sources that are reliable and easily recognizable as credible, and say I used these sources toward the beginning of my speech. Show that I care and am well researched. Do not come off as mad because they may not care. Many of the people in this class said they were Christians so it may be helpful to use a bible verse.

 In conclusion, I hope that by using what I have wrote in this paper I can get my sometimes wild and distracted class to become a captive and passionate audience. I believe that if I use all of the things I wrote about in this paper that my audience will at least go away with the desire to make the world a better place and the knowledge of how to practically and easily start to do so.