Chapter 5
Audience Analysis and Delivery Dynamics

This chapter discusses audience analysis and how to adopt to various situations and demographics. It also explains delivery dynamics and its impact on successful presentation.

“There are three things to aim at in public speaking: first, to get into your subject; then to get your subject into yourself; and lastly, to get your subject into the heart of your audience.”

Alexander Gregg
Audience Analysis

- **Audience Analysis:** Refers to knowing as much as you can about the audience to whom you will be speaking.

- **Situational Analysis**
  - Room Size
  - Arrangement
  - Microphone
  - Stage or dais
  - Type of event

- **The Audience**
  - Audience-oriented
  - Egocentric
Cont.

Demographic Audience Analysis

• Demographic data
  1. Gender
  2. Age
  3. Racial, ethnic, and cultural background
     • Ethnocentrism
  4. Religion
  5. Sexual orientation

• What Now?
  • Audience adaptation
Delivery Dynamics /Methods of Delivery

Delivery – refers to bringing the words of your speech to life.

Methods of Delivery

1. Manuscript: Writing down every word of your speech then reading those words.
2. Memorized: Same as manuscript, the difference is that you memorize every word.
3. Impromptu: Delivery is done with little or no preparation.
4. Extemporaneous: Prepared and Practiced, but exact wording is done at time of delivery.
Many Factors Play a Part in Excellent Delivery Skills

• Your voice
• Volume
• Pitch
• Rate
• Use of the pause
• Vocal variety
• Correct pronunciation

• Clear articulation
• Dialect
• Personal appearance
• Posture
• Movement
• Gestures
• Eye contact
Focus on…

• The Speaker
• Voice
• Body
• Movement
• Eye Contact
• Anxiety
Audience Questions

• Let the audience know when they will have an opportunity to ask you questions
• Listen to the question
• Repeat the question in your answer
• If you don’t know the answer to a question, don’t try to make up an answer
• Even if you are nervous, try to be enthusiastic and positive
• Stay in control of the situation
• If you’ve been given a time limit for your entire presentation, keep your eye on the clock