Audience Analysis Assignment

Your task is to create a one-page audience analysis questionnaire for the topic of your informative speech. Refer to the class notes and chapter 5 for more information about how to write an audience analysis questionnaire.

- Be sure to ask questions that will help you adapt your speech to the audience. (What does the audience already know about the topic? What would we like to know about the topic? Do we have an interest in the topic? What is our attitude toward the topic? etc.)

- Based upon the answers that you receive from your classmates, you may decide to change the speech’s main points, change the speech’s supporting materials, or even change to another speech topic.

- You need to make 26 copies of the survey. You can print it out 26 times or come to my office hours and I’ll let you use the photo copier.

- We will use class time to have your classmates fill out your survey.

- You will earn participation points by completing this assignment.

- Be sure to type your name in the top right hand corner of the survey.

- It is due on ______________________