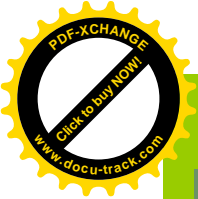


# AUDIENCE ANALYSIS

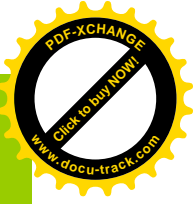
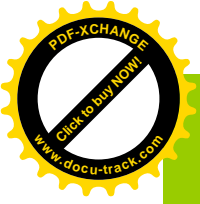
Defining context by identifying and learning about your target audience



**MUSTHOFA HADI, SE**  
*musthofa@email.com*

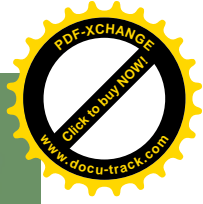
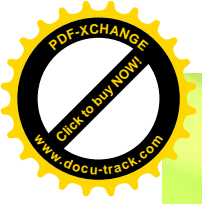


Oversimplifying your view of  
the audience can damage  
your SUCCESS.



# ABOUT AUDIENCE ANALYSIS

<b>Analyze</b>	Who are the recipient?
<b>Understand</b>	What about their knowledge of your topic?
<b>Demographics</b>	What about their age, gender, and education level?
<b>Interest</b>	What are their interest?
<b>Environment</b>	What is my relationship to the audience? What are their likely attitudes toward my proposal?
<b>Needs</b>	What information do they need?
<b>Customize</b>	How do you adjust your message to the audience?
<b>Expectations</b>	What are their expectations?



# IDENTIFY

## ALL POTENTIAL AUDIENCE

### Ø Primary audience

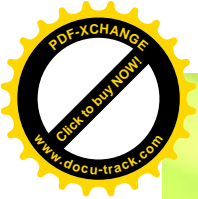
The individual (s) to whom you address your memo or talk.

### Ø Hidden Audience

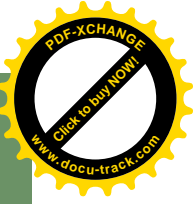
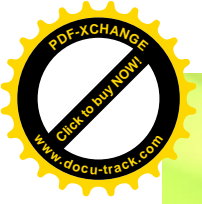
The indirect receivers of your message, they may not be directly connected with your communication purpose and process but may have some power over you.


### Ø Decision Maker

The decision maker is your most important audience, even in situations in which this audience gets information secondhand from your primary audience.



- ❑ Do not limit your audience analysis to your primary audience. Keep in mind other audiences also.
- ❑ Hidden audiences are not always obvious but can have a real impact on your overall goals.



 Audience memberships can overlap, and you may have only a primary audience, but a message can fail if you neglect hidden audiences or decision makers.



# LEARNING

## ABOUT EACH AUDIENCE

### Gather Personal and Professional Facts

- § Age, gender, and education level.
- § Cultural background, religious preferences, and personal values.
- § Job responsibilities and status.
- § Knowledge of your topic.

### Consider Audience Attitudes

Realistic audience analysis prepares you for handling reluctant message receivers and likely listener objections.

### Evaluate Audience Wants

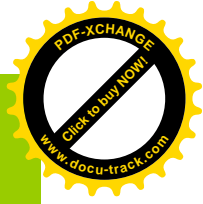
Until you tell people what they want to know, they won't hear what you need them to know.

### Look for Consistent Concern

Don't waste time with issues that your audience considers irrelevant.



# APPROACH TO VARIOUS AUDIENCES



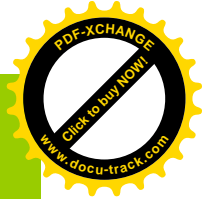
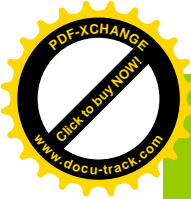
📄 **Use The TELL Approach** when you are in complete command of the necessary authority and information.

📄 **Use The SELL Approach** when you are in command of the information, but your audience retains the ultimate decision making power.

📄 **Use The CONSULT Approach** when you are trying to build consensus for a given course of action.

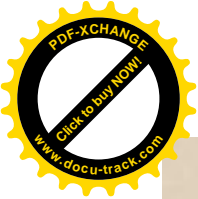
📄 **Use The JOIN Approach** when your point of view is one among many.





# EXAMPLES OF APPROACH TO VARIOUS AUDIENCES

Communication Objective	Communication Style
<p>As a result of reading this memo, the employees will understand the benefits program available in this company.</p> <p>As a result of this presentation, my boss will learn what my department has accomplished this month.</p>	<p><b>TELL</b></p> <p>In this situation, you are instructing or explaining. You want your audience to learn, to understand.</p>
<p>As a result of reading this letter, my client will sign the enclosed contract.</p> <p>As a result of this presentation, the committee will approve my proposed budget.</p>	<p><b>SELL</b></p> <p>In this situations, you are persuading. You want your audience to do something different. You need some audience involvement to do so.</p>
<p>As a result of reading this survey, the employees will respond by answering the questions.</p>	<p><b>CONSULT</b></p> <p>In this situations, you are conferring. You need some give and take with audience. You want to learn from them yet control the interaction somewhat.</p>
<p>As a result of this brainstorming session, the group will come up with a solution to this problem.</p>	<p><b>JOIN</b></p> <p>In this situations, you are collaborating. You and your audience are working together to come up with the content.</p>



**THANK YOU**