Speaking with a Purpose 10th edition Koch Solutions Manual

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Chapter 2 deals with how to present an audience-centered speech. Many students overlook the audience when preparing their speeches. Yet, if the audience misses or fails to understand the message, communication does not take place. To stress the importance of audience consciousness in speech, I have found it useful to:

1. Enlarge the audience analysis forms found within Chapter 2 to 8-1/2" x 11", distribute copies to all students, and stress the importance of answering each class question. In some cases, of course, the answer will have to be an educated guess.

2. Have students hand in the audience-analysis form completely filled out before their speeches are delivered. (Remember, the purpose of this form is to try to get students to think about their audience prior to the communication event.)

3. Each student should be evaluated by his or her classmates on the audience-analysis evaluation form at least once each semester.

4. Grade the audience-analysis form. This practice emphasizes the importance of the audience in the communication process.

Chapter 2 Discussion Questions

1. Why is it so important to consider the audience's knowledge of the subject?

2. What are some demographic characteristic of your class?

3. Why is it important to consider the demographic characteristic of an audience?

4. How do you deal with an indifferent audience?

5. Why is an opposed audience so hard to deal with? How can you make your audience empathize more with your viewpoint?

6. Why is it important to consider what your listener's response will be?

7. Why is your audience's educational level so important?

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