

## ANTICIPATING THE AUDIENCE...

→ Important to know your audience so you can appropriately direct your message to them. Messages that don't hit their target are lost and therefore, don't accomplish their purpose.

→ A good writer asks themselves questions such as: *What is the reader like? How will the reader react to the message?* You should have a good idea of your audience's characteristics or be able to picture a typical audience member that you wish to target.

**Note: TARGET AUDIENCE** = The people you want to hear your message

### QUESTIONS TO THINK ABOUT REGARDING AUDIENCE...

- Who is the primary reader or listener? (Who will mostly be hearing what you have to say?)
- What is your relationship with this person?
- How much does the person know about what you are talking about?
- What do you know about the audience's education, beliefs, cultures and attitudes?
- Will your audience be *neutral*, *positive* or *negative* when they react to your message?

### AUDIENCE TYPES:

**Neutral:** An audience that has no emotional connection to what you are talking about

**Positive:** An audience that is very open to hearing your message and likes hearing what you say

**Negative:** An audience that reacts poorly or is unwilling to hear what you have to say

## ADAPTING TO THE AUDIENCE

→ After deciding the **purpose** of your communication and anticipating your audience, you must work to make the message meet the specific needs of your audience. Adaptation is the process of creating a *custom message* to meet your audience's needs.

→ The most important aspect of your message is the **tone**. The tone reflects how your audience feels upon reading or hearing a message. It is the emotions that are linked to the message. Different words can make a message sound aggressive and negative – or friendly and positive. Other words, (or the way words are read) can sound demeaning, condescending, rude or demanding. This will likely result in a negative audience that will react poorly to your message.

→ An audience may need to be adapted because of age, culture, education or background. A message could be adapted by using different words, adding pictures and diagrams or using other techniques to make your message clear.