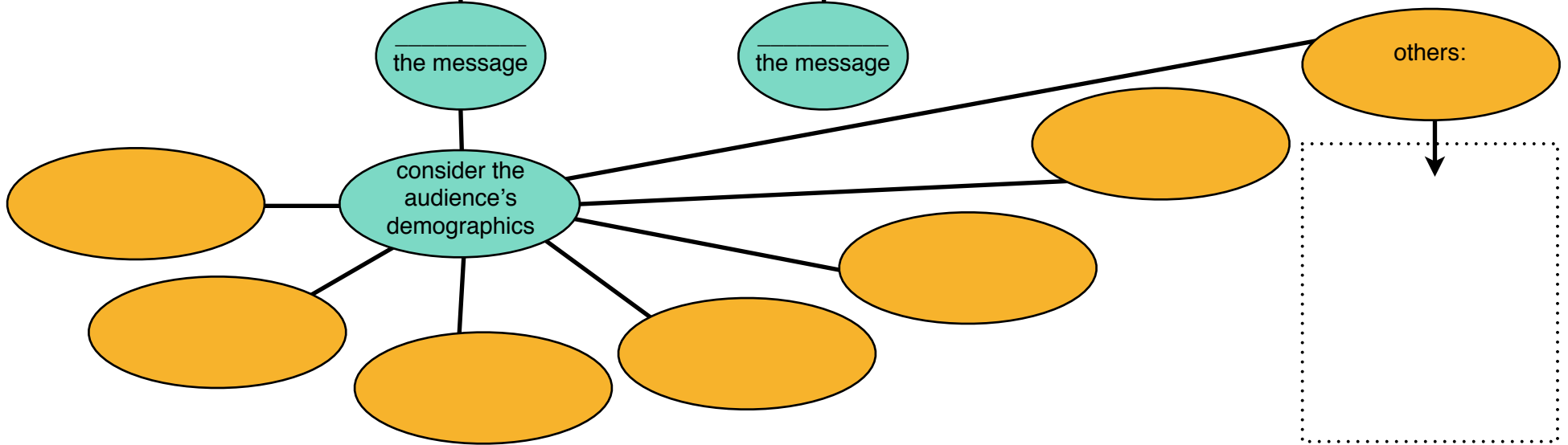
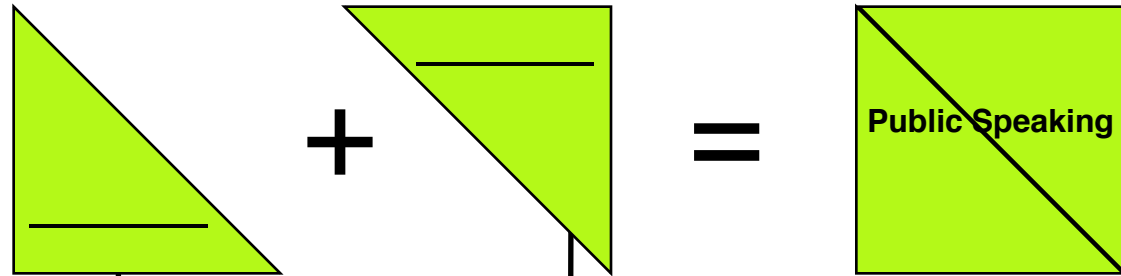


Name: \_\_\_\_\_

In your own words...What is the **BIG IDEA** of this video?



Why is it important to analyze an audience and tailor a speech to the demographics of an intended audience?

Demographics = \_\_\_\_\_

On the back, list the demographics described by the author/speaker who illustrates how demographics have played a part in her speaking experiences. Be sure to read the entire section under "Audience Analysis" at: <http://spot.pcc.edu/~dwerkman/lecture1.html>