

Dimension of the Audience Homework for Class Fri./Mon.

Let's imagine that your persuasive campaign topic is designed to persuade **Monmouth College prospective students** and **recently confirmed students** (e.g. current H.S. seniors planning to come to Monmouth) to consider majoring or minoring in Communication here. Think about Audience Analysis information for this target audience using the "seat of the pants" method - that is, your best guess.

I have given each of you a number (see below left) that corresponds to one of the Eight Critical Dimensions of the Audience (see below right). Using the topic described above, for class Wed. come prepared with information you believe would fit the paragraph or two you would include in an audience analysis paper for the critical dimension assigned to you.

In other words, for section 339-1, J.R (and Amirah and Danish) should come up with what she thinks may be the range of student attitudes toward studying communication at Monmouth with ideas about the strength and centrality of such attitudes. Raheem (and Riley and Nic) will do the same with attitudes toward relevant behaviors (signing up for classes, declaring an major or minor in COMM, doing the kinds of activities prospectives think COMM folks do, etc.) And so on.

We'll do a walk-through of the eight dimensions, based on your idea in class on Fri. COME PREPARED with thoughts done in advance.

RHETOR	Dimensions of the Audience
<ol style="list-style-type: none"> 1. Beadles, Kayla T 2. Cao, Vicky 3. Correa, Andrea 4. Dobbels, Korneel 5. Fox, Jessica M 6. Guillen, Maria L 7. Hager, Ethan J L 8. Jones, Taylor V 1. Oshima, Carla G 2. Reed, Fischer H 3. Schweitzer, Benjamin 5. Swearingen, Caley D 6. Townsend, Jazmyne M 	<ol style="list-style-type: none"> 1. <u>Attitude toward topic</u> (including valance/strength and centrality) 2. <u>Attitude toward relevant behaviors</u> and message purpose ("active"ness on the issue - in general attitude toward specific desired actions) 3. Relevant Audience <u>Beliefs</u> (esp. ones open to change). (What does the audience know about the topic? What do they think is true that is? that isn't? What important facts are do they NOT know?) 4. Relevant Audience <u>Values</u> and their saliency 5. Relevant Audiences <u>Needs and Motives</u> 6. <u>Reference Groups</u> for this audience (including but not limited to: self defined "memberships," unity of the audience as a group , admired sources, opinion leaders & 2nd order communicators 7. <u>Situational</u> variables (including but not limited to: occasion (key dates, holidays, publicly know events,etc.), expectations the audience has [concerning message content, source qualifications, timing), other limits on message goals? 8. <u>Mental Sophistication</u> (including but not limited to: education, S.E.S. (socio-economic status), knowledge, life and professional experiences, intelligence, etc. <u>with your issue.</u>)

RHETOR	Dimensions of the Audience
<ol style="list-style-type: none"> 1. Adams, Kayla J 2. Bingham, Racheal J 3. Brundige, Margaret 4. Dominguez, Celeste 5. Downey, Cole H 6. Hopping, Katelyn L 7. Kurtz, Kaylee E 8. Loos, Andrea G. 1. Luzzo, Mary K 2. McKenney, Mikaela 3. Morgensen, Garrett 4. Murdix, Alexis M 5. Piekarski, Alexa J 6. Podbelsek, Will A 7. Sanchez, Perla 8. Spangler, Logan T 1. Valentin, Isamar 	<ol style="list-style-type: none"> 1. <u>Attitude toward topic</u> (including valance/strength and centrality) 2. <u>Attitude toward relevant behaviors</u> and message purpose ("active"ness on the issue - in general attitude toward specific desired actions) 3. Relevant Audience <u>Beliefs</u> (esp. ones open to change). (What does the audience know about the topic? What do they think is true that is? that isn't? What important facts are do they NOT know?) 4. Relevant Audience <u>Values</u> and their saliency 5. Relevant Audiences <u>Needs and Motives</u> 6. <u>Reference Groups</u> for this audience (including but not limited to: self defined "memberships," unity of the audience as a group , admired sources, opinion leaders & 2nd order communicators 7. <u>Situational</u> variables (including but not limited to: occasion (key dates, holidays, publicly know events,etc.), expectations the audience has [concerning message content, source qualifications, timing), other limits on message goals? 8. <u>Mental Sophistication</u> (including but not limited to: education, S.E.S. (socio-economic status), knowledge, life and professional experiences, intelligence, etc. <u>with your issue.</u>)