Audience Analysis Paper

My sales speech was on Nazareth Academy High School. I decided to make my audience the parents of the perspective students so I could “sell” the high school to them through my presentation. Because of this I needed to look at both, who I made my audience for this speech, and what there actual preferences and beliefs were in real life. I wrote my speech in a direct method pattern because I thought it fit best with what I wanted to tell my audience. My speech was answering to the question of value, what is good or bad, and what is desirable or undesirable. Of course Nazareth Academy was portrayed as the good and desirable. From the audience analysis form I noticed several things that led me to writing the speech in the way that I did, to best grab my audience’s attention and persuade them.

In the sheet we passed around during class, most students did not know much, if anything, about Nazareth Academy High School. Therefore, at the beginning of my speech, I explained briefly some important facts about the high school, such as tuition, mandatory school uniforms, and transportation. Ethos was used throughout the speech, as I stated in the beginning that I had done much research and was a graduate myself of Nazareth. However, given the audience that they were supposed to be, almost every student said he or she would respond favorably if given more information or persuaded enough by benefits from this high school. The information my audience wanted to know more about was the cost, why it is better than public high schools, why uniforms are
beneficial, and about religion, student life, grades, size, and people who go to or graduated from the school. From this I concluded that I had a mixed audience, though mostly made up of those who did not yet believe this to be a good high school until convinced, and would then act or not act upon their beliefs. Therefore, they were mostly unconvinced or inconsistent. Because of this, I would need to direct my speech in a way that contained ethos, credibility, and logos, evidence and facts. Since it was a mixed audience, I could also add in a little pathos, emotional appeals. I thought the best route to take was with logos because my audience wanted examples, so most of my speech is made up of evidence and facts from researching.

Starting at the beginning of the audience analysis sheet, I noticed that most of the class was made up of males. Four of the nine males play football. Also, out of the entire audience, four others are in some type of sport, whether it be on a team, intramural or cheerleading. Because of this, I decided to expand on the section in which I talked about athletics at the high school. I started off with telling how there are eight sports for males and nine sports for females plus cheerleading and poms. I continued with explaining how this carries into the spirit of the school at pep rallies, dances and social functions since most everyone likes to go out. I also stated how everyone can get involved because it is a small school and there are opportunities for everyone. Since I got feedback that my audience wanted to hear about former students, I told how nine past students are now playing for division 1 schools in sports and three past students play professionally, naming one specific student and what he does.

Next, I noticed that there was a very long list of activities my audience is involved in. Because of this, I decided to talk a lot about what there is to do at Nazareth outside of
the classroom. Since there were a wide range of interests in the organizations, I decided to talk about various extra curricular activities such as volunteering for environmental activists, tutoring children, theatre, and the school newspaper. All of these activities were to persuade my audience that there is a lot to do at Nazareth, there is something for everyone’s interests, and money is well spent. This went along with what my audience valued. Fulfillment was close to one of the top values in the class and a comfortable life was the highest, therefore I showed that my audience’s child’s life could be fulfilled and fun by attending Nazareth.

From this I moved down the sheet to notice another very high value which was wisdom. Since my audience valued wisdom greatly, and my topic was on a high school, the majority of my speech was made up of facts and evidence from research on the academics and scholarship of Nazareth. I used this to persuade my audience the most by giving facts about how competitive it is to be accepted into Nazareth, the honors and AP courses available, how many years in each subject is required and honor societies students can be invited into. I tried to persuade my audience with statistics as well explaining how the average ACT score is in the 97th percentile nationwide, how nearly 100% of students continue into college, and how there was over $4 million in non-financial aid based scholarships. This is where most of the logos was shown.

The next thing I noticed was that my audience was not all from the same religion if any. I was persuading them with a Catholic school, so in my speech I informed them that their children did not need to be Catholic or of any religion to attend the school. However, community service was required of all students, not because of religious beliefs but because it is showing the students responsibility and concern for others. I explained
about various service projects available and those on campus who can help with the planning of the service projects. I also explained briefly about the retreats Nazareth has for each year of students, both on and off campus. Again, I persuaded by explaining that these were not completely religious but rather meant to help students get to know one another and learn and have fun outside of the classroom setting.

I also used various other things to write my speech. Under hometown characteristics I saw that my audience was from all different communities. Because of this I mentioned in the beginning how there is much public transportation available to many surrounding areas. I also stated how there are more than four main highways less than ten minutes away from Nazareth. Under socioeconomic status, I noticed that no one was of a low class; most were from the middle class. Because of this, I did mention the price of tuition which most middle class families could afford. I also told that there were scholarships and financial aid available for those who could not quite make it. Because of all this I persuaded my audience to send their child to Nazareth Academy High School. There is something for everyone to do, it will benefit their child, and it is an appropriate school for any child who has the motivation to succeed. In the very end of my speech I used pathos, emotional appeal, by telling my audience how their child could be left out and upset at another school or go to Nazareth and have the time of their life.