

Knowing Your Audience

Before you watch

A

Discuss the questions with a partner and then share your answers with the class.

- Have you ever had to give a talk? Who was in the audience? How well did you know the people who attended? How did you feel before and after your talk?

B

Complete the statements based on your own experience.

- I **feel / don't feel** comfortable giving a talk to people who oppose my point of view.
- I **feel / don't feel** comfortable giving a talk to people who don't have a good background on my topic.
- I **feel / don't feel** comfortable giving a formal talk to a large audience.

Video

A

Watch the video and choose the correct option.

1. It is important to know your audience's _____.
 - a. age
 - b. gender
 - c. occupation
 - d. all of the above
2. You can tell a story the audience can relate to if you know their _____.
 - a. common interests
 - b. personal opinions
 - c. level of education
3. You can decide whether to use technical terms in your talk if you know _____.
 - a. the audience's attitude about the topic
 - b. the audience's size
 - c. the audience's background about the topic

4. You need to consider the audience's attitude towards your topic carefully, especially if they _____.
- support your point of view on the topic
 - oppose your point of view on the topic
 - are not informed about the topic at all
5. The size of the audience usually helps you decide if the tone should be _____.
- formal or informal.
 - controversial or not.
 - humorous or serious.

B

Choose the correct option.

- Know your audience before you use **humour / technical terms**. Not all jokes are appropriate for all ages and cultures.
- If your audience doesn't have much **attitude / background information** about a topic, be sure to include explanations.
- If there is some **controversy / tone** surrounding the topic, find out the audience's point of view before your talk.
- A formal **attitude / tone** is appropriate for a science conference.
- The speaker had a small group, so she changed her tone to a more **conversational / formal** style.

C

Match the speakers to their knowledge of their audience.

Speaker 1: I'm aware that most of you believe that physical education classes are not as important as math and science, but let me tell you why I think that's not true. ____

Speaker 2: It's a pleasure to speak to a room full of bird-watchers. I think you'll enjoy these photographs from my trip to Costa Rica. ____

Speaker 3: When I was four years old, my grandfather gave me a butterfly net. I've been studying butterflies ever since. ____

Speaker 4: The decision to go to college is important, but it's even more important to pick the right college for you. Let's talk about that process. ____

Speaker 5: Today, I'll be talking about my favorite lepidaptra, *Greto Oto*. It's a member of the subfamily *Danainae*, tribe *Ithomiini*, and subtribe *Godyridina* – commonly called the *glasswing butterfly*. ____

- a. The speaker is using a conversational tone with a small group.
- b. The speaker is addressing an audience of the same age group.
- c. The speaker knows the audience doesn't hold his point of view.
- d. The speaker knows the audience has a common interest.
- e. The speaker knows the audience has a background knowledge of butterflies.

Digital skills focus

A

Read the tips for conducting online polls. Complete the text with the words in the box.

background controversial displayed anonymously effectively reach follow up
gather information set up supply responses

Using online polls is a quick way to **1** _____ about your audience. Before your talk, **2** _____ an online poll in your video conferencing software. Ask a few questions that will help you determine how to **3** _____ your audience. You might write questions to find out their occupations, interests, **4** _____, and attitudes. For example, if you want to find out if the audience already knows a lot about the topic of electric cars, you might ask, *do you own an electric car?* **5** _____ with a question about background, such as occupation (*Do you work in the automotive industry?*) **6** _____ for your audience to click. For example: Yes, *auto engineering* / Yes, *auto sales* / No, *not in the auto industry*. Set up your online poll so that answers are **7** _____ after the poll has ended. Anonymous polls are useful for getting an overall understanding of the audience's attitude about **8** _____ topics before you begin your talk.

Language focus

A

Complete the text with the correct option.

Rob: Could you prepare a talk on the college's new film studies program?

Sara: Sure. Is this for students who have applied already?

Rob: Some have, but some haven't. They probably have a **(1) common interest / attitude** in film, but I don't know if it's in animation or movies or commercial work.

Sara: It would be good to know so I can prepare some examples they can **(2) oppose / relate to** their studies.

Rob: Maybe show a sample of each. But don't make it too **(3) controversial / technical**. I don't think they have much background information on filmmaking technology.

Sara: You'd be surprised how much they know.

Rob: Oh, and their parents will be with them at the talk. So, you should show at least some serious film projects. You'll need to **(4) address / deliver** the careers that use filmmaking skills.

Sara: Right. Parents sometimes have negative **(5) attitudes / experiences** about academic programs that don't lead to good paying jobs. I don't think they'll **(6) oppose / support** a filmmaking program once they see where the goods jobs are.

Rob: Let's have them do a quick survey at the start of the talk to find out what's on their minds.

B

Complete the phrases with a verb from the box.

address	deliver	determine	oppose	share	use
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- _____ common interests
- _____ a point of view
- _____ humor to make a point
- _____ a controversial issue
- _____ an effective strategy
- _____ the perfect message

C

In pairs or groups, prepare a survey that Rob and Sara can give to the people who attend the talk. Write questions that will get the audience to share their common interests, background in film, attitudes towards a film degree, or technical knowledge. Supply responses that attendees can click or check.

Digital communicative task**A**

Prepare a short talk on a topic of your choice.

- Select a topic for an informational talk.
- Decide who is in your audience (age, occupation, background knowledge, attitude, size of audience, etc.).
- Prepare a talk for the audience you have imagined.
- Rehearse the talk with a formal or informal tone, as fits your audience.

B

Give your talk and ask your audience for feedback on tone and appropriateness for your imagined audience. Record your talk and watch the video. Reflect on the progress you made from your rehearsal to your talk.