**Chapter 5: Analyzing and Adapting to the Audience**

Discussion Questions and Activities

1. How does the size of an audience influence a speaker’s choice of visual aid?
2. Give an example of the group memberships of the target audience may serve as obstacles for a potential speaker.
3. Conduct a psychographic analysis for your next speech.
4. Which demographic trait do you think will be the most significant factor in terms of how the audience will respond to your next presentation?
5. Identify the pros and cons associated with speaking to a homogenous audience. What are the pros and cons associated with speaking to a heterogeneous audience?