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Subject: - Business Communication
Unit - 1

Topic - Audience analysis

Competitive markets depends on business communications to be successful and being able to communicate effectively will further enhance the marketability of a company. For the speaker to reach out to the group, there are certain audience characteristics such as diversity in cross cultures, the appropriate communication channels, and the success of the message delivery process.

Audience characteristics

To understand the characteristics of the audience requires the speaker to do research on what the needs of the group are and who he or she is addressing. A successful communicator will take the understanding approach by respecting the values and beliefs of different people. Sensitivity of verbal and non-verbal behaviours and above all showing flexibility to the audience are critical to being a successful communicator. It is necessary to keep in mind the generation of the audience as age factors into the delivery of the message, the education level and other demographic characteristics.

Sometimes this information is necessary especially if the information being delivered is of a complex nature or in this case showcasing sales trends and forecasts. The speaker keeps the type of audience in mind so as to deliver a clear and concise message that everyone will understand. By knowing the audience well, it helps the speaker to be better prepared in his or her presentation.

For the speaker to present to a large group, he/she has to touch on subjects that will reach out to the following areas:-

- ① Stakeholders have an interest in the company. They look at the whole picture and see how the company is doing in sales and revenue versus costs and expenditures. They are the ones who decide the focus of the company and can often drive the price of stock in a company up or down based on information they receive. These can be shareholders to employees or even customers.
- ② Salespeople - Can see the market trends and where they can focus on in the future to make the company more successful.