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B. Com part-1 Subsidiary paper -2 Business management and communication notes

Ques- Who is Audience? Discuss the various types of Audience.

Ans. Generally, it is believed that one, who listens, is audience, but in the communication audience is the person to whom a message is sent. In simple words, audience is the receiver of the In a

Communication process, there may be five types of audience as under:

(1) Initial Audience: The person who receives a message first and transmit it to others is known as initial audience. He is also known as "Carrier Audience."

(2) Gate Keeper Audience: The person who decides whether message should be delivered to the primary audience or not, is known as Gate keeper Audience. He is the person, who has the Power to stop the message from reaching to the primary audience.

(3) Primary Audience: He is the real person for whom the message is sent. He has the authority to express his reaction on the message. Primary audience has the power to accept or refuse the suggestions of the sender.

(4) Secondary Audience: Secondary Audience becomes active only after the approval of message by primary audience. He may be asked to comment or to act on the message by the primary audience.

(5) Watching audience: Watching audience keeps an eye on the communication between sender and primary audience. He has no power to stop the message or to act directly. After evaluating the

Message, he expresses his reaction in future.