

**Notes by Dr Ram Lochan Mishra**

**Associate Professor**

**Head of Commerce department**

**J K college Biraul Darbhanga**

**B. Com part-1 Subsidiary paper -2 Business management and communication lecture-6**

***Ques- What do you understand by Audience Analysis? Clarify its objectives and types.***

***Ans. Meaning of Audience Analysis: In communication process, the person who receives the message is known as audience. He is the point of entire communication process. Communication is completed only when the receiver understands the message in the same sense and spirit that the sender intends to convey. In order make successful transmission of messages, it is necessary to know***

***About the audience 's habits, perceptions, beliefs, sentiments and attitudes etc. which affect the communication motives directly. Collection and study of information 's regarding audiences such that who the audience are, what are their habits and emotions, what is their status or knowledge etc. is known as audience analysis. To make the communication effective it is essential to analyze the audience in a systematic and sensitive way.***

**OBJECTS OF AUDIENCE ANALYSIS**

***Analysis regarding awareness of audience in communication depends upon mainly following four questions, which are also known as objects of audience analysis :***

- (1) Audience coverage : First object of audience analysis is to get information about the coverage of audience i.e. How Many audience are included in the diameter citation ? Which***

***Section, area or class of audience comes in the access of communication? Etc. This is also known as Audience Reach.***

- (2) Audience Response: The second object of audience analysis is to get information whether***

***Message in its true sense or not. How they react about the message? Is the response according to our expectation? Whether the audience has positive attitude etc.***

- (3) Communication Impact: The third object of communication is to know the impact of communication on the audience. Are attitude and Thinking of the audience positively affected? Etc.***

- (4) Process of influence: Which process is used to influence the audience? Which communication medium is used effectively in n etc. are studied in the process of influence. The communication.***

***VARIOUS STEPS OF AUDIENCE ANALYSIS (Theories Communication Audience Analysis )***

**Audience analysis is very important to make the communication effective. Steps of audience analysis may be summarized as follows:**

**(1) collection of information regarding size and composition of Audience: First step of audience analysis is to collect information about the size and composition of audience group. Different type of audiences has different attitudes therefore different communication techniques are used for different audience group. The sender of the message should have knowledge whether the audiences are in small group or in large group as more diversity is found in large group. The sender is also to be understood in advance**

**Regarding the common traits in all groups like age, sex, class, status etc.**

**(2) Locating the primary audience: Primary audience is message is sent. Therefore it is necessary to know the real person for whom the message is sent, who is the primary audience as there is need to collect more**

**And more information about him.**

**(3) Probable reaction of audience: To serve the real purpose of communication, it is necessary to know about the probable reaction of audience. To get the positive response, audience should**

**Be acquainted regarding suggestions and conclusions of the message. Authentic proofs should be presented before the audience to get the positive response.**

**(5) To get information about the understanding level of audience: For the effective communication it is necessary to get information about the knowledge, experience and I.Q. level of**

**Audience. If audience's perception does not relate with the background of the message, then it is desirable to educate the audience.**

**(6) To know relationship with audience: The last step in audience analysis. Is to know about the relationship of sender and audience. Style of-message and way of presentation get affected by**

**The position of the sender in the organization and his relationship with the audience. Communication style with well known persons is quite different in comparison to communication with strangers.**

**In the family set up, one can straight forward ask the reaction of the message, but if the audience is stranger, then they have to be taken into confidence to get their positive response.**