Audience Analysis: “Exercising with Dance Dance Revolution”

I. BASIC SPEAKING SITUATION

A. Problem: Obesity in America is on the rise since many Americans have a poor lifestyle and food choice.
B. Solution/Proposition: Exercise can be enjoyed more with the video game such as, “Dance Dance Revolution”.

II. AUDIENCE ANALYSIS

A. Demographic Analysis

1. Age: There are twenty eight students in the class. The age range from 18 – 35 years of age with a majority of them being 18 – 20 years old.
2. Gender: There are fifteen males and thirteen females in the class.
3. Education: Most of the students that are enrolled are seeking a B.A and M.A. A couple of them are going for A.A., while one student is planning to obtain a PhD.
4. Cultural and Ethnic background: Two students are Asian, two Black, two Hispanic, three Latin, one Mexican-American, one Filipino, Spanish, & Chinese, two Mexican, three White, three Caucasian, one Latin/White, one Caucasian/Latino, one White/Filipino, one Native American/White, one is many, one Filipino, and three are unidentified.

B. Psychological Analysis:

1. Accepted facts and beliefs: Most of the students are aware with the issue of obesity in the United States. Most of the students that do exercise feel that the workout or type of exercise they do is fun. For those that don’t, it is a hassle for them. In addition, the majority of the class knows what Dance Dance Revolution is, which leaves only a few that have never heard of it.

2. Attitudes:
   A. Audience Attitude Towards Topic:
      a. The students are neutral to the topic and most have some knowledge about Dance Dance Revolution.
   B. Attitude Towards Speaker:
      a. The audience should listen to the speaker and hold onto opinions until after the presentation. If questions arise, they will be addressed at the end.
   C. Type of Audience:
      a. The majority of the audience is friendly, with a few of them being neutral.
   D. Tactics to be utilized:
a. I will be utilizing logos for the first part of my speech when presenting the problem. I will be showing the issue of Obesity in America and relating that to other countries. Then I will explain about childhood obesity that then can evolve into adult obesity. Finally, I will use pathos and ethos talk about my family and how I was also classified for type I obesity. On the second part of my presentation, I will describe the solution using Dance Dance Revolution. My ethos and pathos will be much displayed along with little logos to support my claim that this type of video game for exercising does work. In addition, I will use myself as proof/evidence that this has work and articles implementing this concept.

3. Values:
   a. The students value that exercise is part of a good and healthy lifestyle. Some of them however are finding it a hassle or a hassle at times to attend a gym and go workout. The students are in agreement for the majority is that whatever exercise or workout they are doing is fun to them. Obesity is an issue that the students are aware of. In addition, Dance Dance Revolution is what many have heard, but have never thought much of it as an exercise, but only a video game.