

Date _____ Subject _____

Name _____

Knowing Your Audience

Understanding audience in order to choose the right mode of communication

Message/Idea to be communicated ▶

Music ▶

Who is your message intended for? ▼

- Peers
- Young children
- Older teens
- Adults/teachers
- Families
- Other _____

Music ▶

Brainstorm time!

What appeals to this audience? Try to find specific examples. ▼

T.V./Radio ▶

T.V./Radio ▶

Other ▶

How will this information impact the mode of communication you choose to use? ▶

