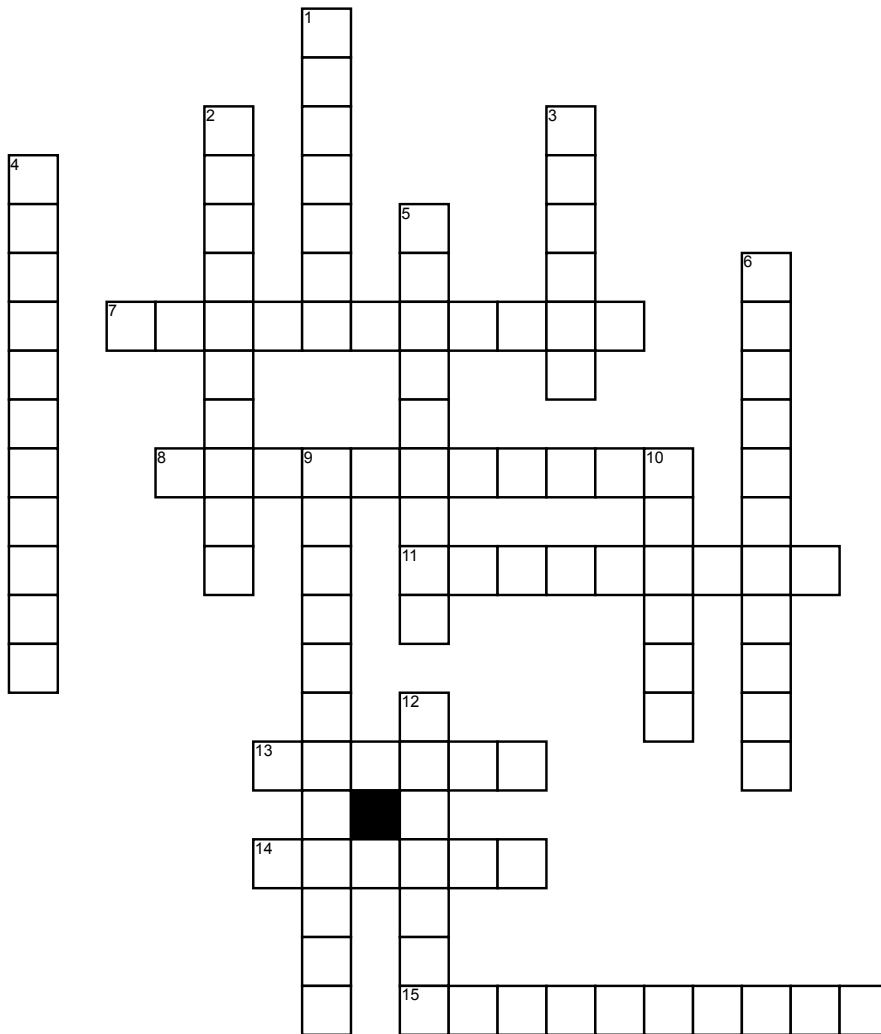


# SPCH 1315 Audience Analysis



**Across**

- 7. false or oversimplified generalizations applies to individuals based on group characteristics
- 8. being conscientiously aware and paying attention
- 11. stems from our national and religious beliefs
- 13. This "need" of Maslow's hierarchy of needs relates to feeling secure
- 14. social traits by \_\_\_\_\_ include groups with which we choose to connect, such as as political parties, hobbies, athletic teams and social organizations

- 15. This "need" of Maslow's hierarchy of needs relates to our strong need for respect from others we view as important

**Down**

- 1. the system that teaches a set of objectives and rules that help us survive and gain societal acceptance within our community
- 2. the generational trend associated with individuals born between 1981 and 1999
- 3. related to worth or what a person sees as right or wrong, important or unimportant, desirable or undesirable
- 4. the generational trend associated with individuals born between 1965 and 1980

- 5. persistent psychological responses, predispositions, or inclinations to act one way or feel a particular way - usually positive or negative - toward something
- 6. the tendency for your audience to be interested in things that relate and matter to them
- 9. also referred to as "personal traits;" examples include gender, age, sexual orientation, education, occupation, etc.
- 10. This "need" of Maslow's hierarchy of needs relates to feelings we have about belonging
- 12. ideas a person accepts as plausible based on interpretation and judgement, such as believing in a religion or philosophy

**Word Bank**

- |              |             |           |             |              |
|--------------|-------------|-----------|-------------|--------------|
| mindfulness  | stereotypes | safety    | social      | Millennial   |
| Generation X | choice      | ethnicity | values      | demographics |
| Self-esteem  | beliefs     | culture   | egocentrism | attitudes    |