



CLASSROOM ACTIVITY 1 – FIND OUT ABOUT THE AUDIENCE

OBJECTIVES

To study the different types of audiences we may encounter when giving a speech, and to observe how we must adapt so that they listen to us, to generate interest, to adapt our vocabulary, and to refer to their reality.

TIME NECESSARY

20 minutes for preparation and 15 minutes for sharing.

NUMBER OF PEOPLE

Groups of 4 people.

TECHNICAL NEEDS

Paper, pen, and computer.

INSTRUCTIONS

1. Make groups of four and draw up a list of eight possible audiences for an intervention (e.g., parents of pupils from school N, grandparents from the townhall of village M, sportsmen from X, manga lovers (otakus), k-pop fans, supporters of a football team, managers of a bank, etc.).
2. Each member of the group will be in charge of the detailed description of one of the audiences, looking for information on the web about this group.
3. At the end of the group discussion, complete the lists together as a group and write a list of what can be said or not said to each audience.

GUIDE FOR THE SELF-EVALUATION AND REFLECTION

The main areas of assessment for the activity are the following topics:

- How do we adapt to each audience?
- What will change in our speech when we refer to each audience?
- What do we need to prepare for to ensure a good fit with the audience?

Note that the register will change, so some expressions and vocabulary will need to be adapted to the target audience. The examples we use to justify an idea, the tone of the speech (more serious or more relaxed), the incorporation of storytelling at some point in the presentation, the inclusion of questions or audience participation will also change.