

## **How to determine the priorities, values, prior knowledge and beliefs of different audiences**

When trying to communicate a message, it is important to know the background of your audience as it helps in shaping your message that will communicate to your specific audience. Hence audience analysis is very essential.

Audience analysis usually involves talking to or surveying a select group of people that are similar to the wider audience you wish to reach. Such investigations are part of the planning process that goes hand-in-hand with having clear goals supported by measurable objectives and well thought-out evaluations.

If you cannot get firsthand information about your audience, then reviewing other situations that resemble yours can help. Interviewing of key people who know about your audience is also beneficial in helping you develop a profile of your audience's backgrounds (Richard, Donny & Jeff, 2010).

### **Reference**

Richard R.J, Donny R., Jeff D., 2010, Environmental Communication: Skills and Principles for Natural Resource Managers, Scientists, and Engineers.