Who’s Your Audience?

Your school’s concert is coming up and you and your partner are responsible for creating a video, poster or PowerPoint to help your audience understand what they are going to experience and the response you are hoping they have to your performance. This is called **audience etiquette** - *social behavior observed by those attending musical performances which can vary depending upon the type of music performed.*

Think about past performances where you were an audience member or a performer. Do you remember the audience? What type of concert(s) are you remembering? How was the audience responding? Why do you think the audience responded to the performance in that manner? Do you think the music performed influenced your response and/or the other audience members? What are some things that you would want the audience listening to your school performance to do or not do? How would you like them to respond to your performance? Compare how the audience for your school concert would behave differently from a rock concert, a jazz concert, and a baseball or football game. Use the boxes below to brainstorm ideas that you might include in your project.

What should the audience expect to experience?

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What responses and/or behaviors would you hope the audience to have?

Compare school concert audience behavior to a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ concert.

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Review your brainstorming ideas in your diagram and highlight 4 or more you feel are important to present to your audience and included in your presentation.

When creating your poster/PowerPoint/video consider the following:

* Have you included four or more of your brainstorm ideas?
* Do you believe your presentation will improve/change/enhance the audience’s experience?
* Is the mood of your visual conveying the importance of the subject?
* Are the explanations/descriptions in your presentation understandable to someone who is not a musician?
* Is your presentation appropriate for your audience?
* Have you explained and/or used comparisons between a rock concert, a jazz concert, or a pop/hip-hop/rap concert and your school concert to portray expected behavior?
* Should the ideas be presented in a specific order?
* Is your presentation visually engaging to the audience?
* You are trying to influence your audience…is your presentation persuasive?
* Will your audience leave the performance with a better understanding of what school performers hope and expect of an audience?