In this weeks chapter, the main focus is audiences. An audience can be defined as any person who hears, reads, or sees a symbolic action (201). An audience is a simple concept when when discussing one-on-one communication because identifying the values of one person is easier than identifying the values of a group. When the audience contains a large amount of people, there is a good chance there will be diverse individuals within that group that have their own values and feelings.

One takeaways from this chapter I felt was important was the idea that when you speak a large group, not everyone may be a part of the rhetorical audience you're addressing. A rhetorical audience is the audience that consists of people who are capable of being influenced by discourse and of being mediators of change (202).

An example of a rhetorical audience from recent events would be the CNN town hall that was held in Florida after the latest school shooting. NRA spokesperson Dana Loesch was very strongly pressed by the survivors of the shooting on topics like the availability of semi-automatic weapons. The audience members were very clearly not members of the NRA, and even when Loesch tried to commend the survivors for speaking out and participating in their discussion, the audience members started to yell at her instead of applaud. The rhetorical audience for this town hall were very much in favor of gun control, and opposed the NRA.

https://www.cnn.com/videos/us/2018/02/22/emma-gonzalez-nra-dana-loesch-gun-laws-town-hall-sot.cnn/video/playlists/stoneman-douglas-parkland-shooting-cnn-town-hall-gun-debate/