

WEEK 7: TYPES OF SPEECHES ACCORDING TO PURPOSE

Read

THE INFORMATIVE SPEECH

The aim of this speech type is to teach the audience something new or to provide the audience worthwhile information. In this type, the speaker presents the "what", "why" and the "how" of his topic. It is important that he arranges the information in a clear, logical manner, and in such a way that his audience will understand the topic better and will be led toward making conclusions as he intended. After listening to the speech, the audience is expected to gain new knowledge.

The speech to inform can be classified in three types:

1. Demonstration or Explanation

This type of informative speech is also referred to as the "how to" speech or the "process speech". It explains how something works, how something is done, how something is developed or acquired. Objects, visual aids or physical activity by the speaker, or demonstrator in the case of this type of speech can be used to enhance the explanation or demonstration. Example topics of this type are "How to develop good study habits." "How to dye your hair," "How to memorize long lines.

2. Definition

This type of informative speech aims to give the meaning of words or phrases, or issues which may be considered controversial or difficult to understand.

3. Description

This type aims to make the audience imagine how a person or object looks like using descriptive words that appeal to the senses like the smell, taste, looks, touch, and sound.

Informative speech is fundamental to all the other types of speech because one cannot be able to achieve his purpose without being able to inform the audience about his topic and occasion.

To help you achieve your purpose, the following tips for effective informative speaking are as follows:

- a. Choose a topic that will be interesting to the audience.
- b. Quality is more important than quantity. Keep your speech simple by not giving too much information so as not to confuse or lose your audience.
- c. Use terms that your audience will understand. If you need to introduce a new terminology, make sure to define or explain what it means.

- d. Use facts and statistics sparingly.
- e. Stick to your purpose which is providing your audience information.

CHARACTERISTICS OF AN INFORMATIVE SPEECH

Below are features of informative speeches showing similarities and differences to other speech types.

1. Topic and Goal

The topic or subject matter of an informative speeches is one distinct feature that separates it from other types of speeches. The ultimate goal of informative speeches is to inform and educate the audience about a subject matter that is beneficial and noteworthy. In setting up a goal and choosing a topic, you should remember that informative speeches define, describe, announce, or explain their subject matter without taking sides or showing clear biases. These types of speeches should not be argumentative; they do not intend to change audience's attitude.

2. Details

Informative speeches use accurate data and appropriate illustrations or examples. Transitions should be used to signal significant details to your audience. Make your transitions clear from one point to the next to keep your audience's attention. Giving examples will also help your audience comprehend your main points.

3. Organization

In terms of structure or organization, like any other types of speech, informative speeches are designed to have three parts. They start with introductory statements describing the topic in an interesting way. The body requires substantial details supporting the main points about the topic. And the concluding part is designed to recap the significant points about the topic.

When you prepare an informative speech, you should study the subject matter comprehensively and organize the information in a clear, reasonable way. Creating an outline for the speech often fulfills this.

To have a clear outline you may choose one of the few suggested methods in organizing your informative speech.

Rhetorical Methods in Organizing Informative Speeches

A. Chronological

This type of method follows a time pattern procedure. It organizes facts, incidents, events, or occasions based on progression of time or the order they happened in time. For instance, to talk about the history of Animé, you could start by giving information of how anime was first

created, and then talk about its development overtime, and end with a description of what may still happen to animés in the future.

In a chronological organization, each main part of information (may be written as topic sentences) represents a specific period of time, and the supporting ideas under each main information discusses important or significant events that took place within that period

Example:

History of Music Entertainment in the Philippines

- * Music Entertainment in 1960-1970
 - * Important Event #1
 - * Important Event #2
- * Music Entertainment in 1970-1980
 - * Important Event #1
 - * Important Event #2
- * Music Entertainment in 1980-1990
 - * Important Event #1
 - * Important Event #2
- * Music Entertainment in 1990-2000
 - * Important Event #1
 - * Important Event #2

B. Sequential

This type of method is similar to chronological method but differs in terms of organization of information. In sequential order, the information is arranged based on to a step-by-step sequence that illustrates or describes a specific process.

Example:

Step-by-step Guide to Job Hunting

Step 1: Find out about jobs

- Job openings in your region
- Skills or requirements these jobs demand, and how they pair your own

Step 2: Prepare your resume.

- Create a list of your skills.
- Prepare a portfolio of any awards and certificates you have received.
- Decide who will be your referees. referee could be an employer, teacher, or coach. They need to be able to give a verbal reference about your work skills and character.

Step 3: Customize your social media profile.

- You have to be sensible about the information you post online.
- Make your profile publicly available.

Step 4: Search and apply for suitable jobs.

- Look for job ads in local newspapers
- Sign up to job vacancy websites.
- Contact employers directly. Prepare for job interviews

Step 5: Prepare for job interviews.

- Use frequently asked questions found in the Internet and write down answers.
- Practice answering interview questions with other people.

Step 6: Observe proper decorum in job interviews

- Be early for the interview.
- Dress tidily and in attire proper for the job.
- Be courteous all the time and answer questions politely.

Step 7: Get a job offer.

- Agree with a commensurate salary.
- Check for reasonable work hours.
- Read contract carefully before signing it.

C. Spatial

This type of method uses the concept of space. It organizes information based on how things appear in physical space such as based on geography, floor plans, and instrument panels. It may also organize from a start point to an end point, continuing reasonably from one to the other. Spatial method is often used when a speaker is describing a physical set-up moving in a systematic way from one feature to the next. It attempts to help readers picture and better understand the physical qualities of the topic.

Example:

Touring the Senate of the Philippines

D. Cause and Effect

This type of method follows cause-effect relationship. It focuses on two main points. the cause of a particular subject, and its effects to another. For instance, if you were to give a speech on child labor, you would have to describe first what causes of child labor. Your second point will have to deal with the effects of child labor. But you must remember that you are just going to give information, and not to argue like in a persuasive speech.

Example:

Child labor is caused by the following factors: poverty, unemployment, and lack of education.

- Poverty
 - Support #1
 - Support #2
- Unemployment
 - Support #1
 - Support #2
- Lack of Education
 - Support #1
 - Support #2

E. Topical/Logical

This method of organization is used when presenting an idea that has several other sub-ideas. Clearly, a topical method organizes information based on different subtopics within a larger topic, or the "type of things that fall within a bigger category." For instance, you may have one main topic, such as Motion Pictures that can be discussed further into three subtopics Action Films, Drama, and Horror. This is a suitable organization for informative speech.

Example:

Basketball in the Philippines

- College Basketball
 - NCAA
 - UAAP
- Professional Basketball
 - PRA
 - PBL

Structure of an Informative Speech

Help your audience remember as much information as they can by using an outline. An informative speech, like any other speeches, can be best prepared and delivered by following a clear and simple outline like the one below.

1. Introduction

- Salutation and Attention getter
- State goal or purpose of your speech
- State thesis statement.
- Preview the points you are going to discuss

2. Body

Choose any one of the five organizational methods previously discussed in this lesson. Paint a clear mental picture to your audience to get your ideas across using chronological, sequential, spatial, cause-effect, or topical pattern.

Use transitions to signpost your points such as *First, I will talk about how poverty leads to child labor. Next, I will discuss the unemployment in the family causes child labor, and finally I will tell you how lack of education contributes largely to child labor.*

3. Conclusion

- Signal to your audience that you are about to end your speech.
- Restate your thesis.
- Recap the major points you have discussed.

THE INSPIRATIONAL SPEECH

An inspirational speech aims to motivate or inspire an audience, to help them be positive and optimistic about things. Although this type of speech may also give information or persuade or entertain the audience, its optimum goal is to inspire people to make an audience desire to achieve their goals in life, to uplift their faith, or to maximize their potentials. Examples are pep talks, valedictory speeches, orations, a priest's homily, etc.

The following are tips for an effective inspirational speech:

1. Speak from the heart. The audience will feel the honesty in your voice and actions. They will feel if you are not genuine in your statements.
2. Be the first to believe in your topic, or your audience will not believe it likewise.
3. Keep your audience's interest at its highest to keep them focused and interested in your speech.
4. Be your best so that your audience will remember you even if time has long passed.

THE ARGUMENTATIVE SPEECH

An argumentative speech aims to convert the audience to agree on the speaker's point or side. Primarily, an argumentative speech centers on controversial issues and the speaker presents evidence to support his claim that his side is the truth. In this type of speech, the speaker's objective is to arrive at the truth of the matter after the presentation of a logical series of reasons or evidence.

An argumentative speech may use any of the three major types of appeal:

1. Appeal to Reason (Logos)

This is a rhetorical strategy used to lead the audience in making a conclusion based on facts presented by the speaker. For example, if you would like to convince your audience to stop smoking, you would be presenting facts or proofs that smoking can make people sick and kill them.

2. Appeal to Emotions (Pathos)

This strategy is used to persuade the audience by targeting their feelings. Let us say, you would like to convince your audience to stop smoking as in the example given in appeal to reason, telling them a story of how a father and his child got sick because of smoking and both developing lung disease - the father from firsthand smoking, and the child, being exposed to the smoke.

3. Appeal to Character (Ethos)

Ethos is an appeal to ethics. This type of appeal is used to persuade the audience based on the character of the persuader or the speaker, not of the audience. For example, the speaker who is to convince his audience of the dangers of smoking is a doctor. Knowing that he is in the medical profession will affect how the audience will take his word compared to a speaker who can also speak on the harmful effects of smoking to man, but who is not really an expert in the field of medicine and is just basing the facts he is presenting from his research.

THE PERSUASIVE SPEECH

The persuasive speech, just like an argumentative speech is aimed at convincing the audience to believe or to adapt something. The difference is that a persuasive speech attempts to influence not only the audience's belief, but also its attitude and behavior. An argumentative speech convinces people to accept a fact or point of view, a persuasive speech makes people apply what they have learned or do the action immediately or in the near future.

CHARACTERISTICS OF PERSUASIVE SPEECH

Most, if not all, persuasive speeches share the following qualities

1. Introductory Phase

In a persuasive speech, begin with a strong impression or feeling on a significant issue-a specific issue with important differences views or opinions.

2. Goal

Your objective as the speaker is to convince your audience to agree with your arguments.

3. Audience

It is important to have a strong awareness of your audience. Are you speaking to a group of students or professionals? What does your audience know about the issue? What possible objections will they have? You better prepare by anticipating answers to these questions.

4. Voice

Consider speaking with conviction and assurance, but with sensible and unbiased remarks. This will aid you get the trust of your audience.

5. Focus of Persuasion

a. Fact

The use of facts in arguments must be verifiable. Those that can be proven to be either true or false. For instance, when you argue that no one can really force you to disclose any information even in the court law if you invoke Article 3 Section 17 of the constitution, which the two self-incriminations.

b. Value

This is where you can argue on the right or wrong of a particular action or one is better or worse than the other. Examples may include convincing your audience that pre-marital sex is wrong and arguing that exclusive schools are better than COED schools.

c. Policy

This focus of persuasive speech persuades audience those actions should or should not be taken. Examples may include persuading the audience that junk food should be banned in primary and secondary levels, convincing the audience that they should participate in family planning seminars, and perhaps influencing the audience that they should patronize Filipino movies.

METHODS OF PERSUASION

A persuasive speech is probably the strongest type of speech in public speaking. Its characteristics demand for the speaker to have the ability to persuade others to believe what he wants them to believe. The backbone for this persuasive strength in public speaking may have established from Aristotle's forms of rhetoric called ethos, pathos, and logos, which allow for the improvement of persuasion,

Ethos offers the audience understanding of the speaker's appeal, credibility, and authority. The audience may question how well the speaker knows about the topic or what authority does the speaker have for them to trust him or her. In a nutshell, credibility is recognized through the opinions of audience on the following:

1. Competence (or expertise)
2. Authority
3. Truthfulness
4. Respect

Pathos shows the capability of a speaker to relate to his or audience emotionally. The speaker should be able to develop the ability to raise feelings of association or compatibility from his or her audience so that they would be persuaded. Aristotle said, "To understand the emotions-that is, to name them and describe them, to know their causes and the way in which they are excited."

Emotional compatibility with the audience can be fulfilled through:

1. intense recounting
2. wittiness humor
3. pleasing presentation of information
4. sensitive emphasis in themes and arguments

Logos utilizes strategies of logic to convince the audience. In short, logos means persuading by the use of reasoning, well-defined, brief and rational arguments give substance to the speaker's overall message. Well-defined and rational arguments may be attained using the following:

1. substantial evidences and examples
2. up-to-date statistical data
3. relevant research studies
4. verifiable facts
5. significant historical evidences

STRUCTURE IN PREPARING AND DELIVERING A PERSUASIVE SPEECH

Components in organizing a persuasive speech are similar with other types of speech except for a few salient features.

1. Introduction

- Salutation and Attention getter
- State goal or purpose of your speech.
- State thesis statement.
- Preview the points you are going to discuss.

Distinction from other types of speeches:

Standard persuasive speeches provide opinions on whether an action or something is harmless or harmful, should or should not be done. Below are some thesis statements.

- I will argue that cosmetic surgery has done more harm than good.
- I believe that all citizens should be required in all elections.
- I will show that banning the research and production of moral enhancement drugs is necessary.
- I will argue that students should be held legally responsible for bullying in schools.

Remember to create an atmosphere of fairness by summarizing opposing arguments before stating with clearness the points you will argue. Do this when you preview your points.

2. Body

Use transitions to signpost your points such as: First, I will talk about how cosmetic surgery results to permanent physical damages. Next, I will discuss how the marketing of cosmetic surgery targets poor women, and finally I will tell you how self-esteem contributes largely to the growing rate of people going under the knife.

Be sure to support your arguments (usually prepared like in writing a topic sentence), with relevant facts, illustrations, reasons, and analogies. Refer to the previous discussion in this lesson on Focus of Persuasion.

This is where you carefully evaluate your arguments and see if they meet the criteria of ethos, pathos, and logos.

3. Conclusion

- Signal to your audience that you are about to end your speech.
- Restate your thesis.
- Recap the major points you have discussed.

Construct a conclusion that confirms your arguments. Other than restating your main points, try to increase your audience's perception of the problem by proposing solutions. At the end of the day, your audience should feel informed, fully contented and agreeable to reexamine or to act upon concerns you have offered

The following tips will aid you in preparing your speech:

1. Establish credibility by demonstrating expertise, credibility and knowledge of the subject. This can be done by presenting facts, statistics, statements or quotes, and even personal experiences to make your audience believe what you are saying
2. Convey your subject with passion and enthusiasm. Show your audience that you are not only there as a speaker, but you are also involved.
3. Choose a doable proposition. Do not take a task that cannot be accomplished.

THE ENTERTAINMENT SPEECH

An entertaining speech is different from the other types of speeches that aim to inspire, to inform or to educate because this type is intended to make the audience smile, relax and enjoy or even laugh and to help them forget the everyday problems and worries they have even for just a short span of time. A light-hearted or funny story, carefully chosen jokes and an amusing anecdote can be used to make an entertaining speech. Although the audience are not expected to retain information as in an informational speech, or to be persuaded as in an argumentative or persuasive speech, a speaker or writer of this type must carefully plan and prepare well for this or

the audience might get bored listening and if that happens, you are only ingratiating and embarrassing yourself.

Writing the Entertainment Speech

1. **Prepare the backbone.** The backbone of your speech is composed of the main ideas of a narrative, informative, or persuasive speech. Your introduction will be a statement of your thesis-the main idea of your whole speech. Similarly, your conclusion will be a creative restatement of the same thesis.
2. **For each of your main ideas, add anecdotes, jokes, witty comments, and other entertaining remarks that will capture your audience's attention.**
3. **Write your thesis.** Turn it into your introduction by re-expressing it in a way that is entertaining to your audience. Just as in writing your other main ideas, you may express it by combining it with an anecdote, joke, witty comment, or entertaining remarks
4. **Restate your thesis as your conclusion.** Your conclusion need not contain entertaining remarks. Simply inviting your audience to accept your conclusion is enough.
5. **Edit your speech for grammar and word use.**

Delivering an Entertainment Speech

1. Test your delivery

You will need to practice delivering your speech to someone whose background is very similar to your target audience. In doing so, you will know which comment will work and which one will not. You will know how your practice audience will react to what you will say particularly if there is anything they find offending or confusing. You will then make adjustments to your speech based on the feedback you get. You may also test how your practice audience will respond to your gestures, facial expressions, or other nonverbal movements. You can confer with your practice audience after your speech about their reaction. You can also ask your practice audience to give instant feedback while you are still delivering your speech.

2. Make use of verbal and nonverbal language

Verbal and nonverbal languages increase the possibility of entertainment. Even a comment that is not very entertaining can be made more so through the use of tone, change of voice, facial expressions, or gestures. However, be careful not to be too reliant on them. Much of the entertainment value of your speech should still come from the content of your speech. Refer to Chapter 2 Lesson 1 for a more detailed discussion on the use of verbal and nonverbal language.

3. Avoid overused routines

Overused jokes, gestures, or other elements can bore your audience. When this happens, your audience will not be entertained and may even find you irritating. However, you can

still use overused routines by introducing a new element in them that your audience can find unexpected and surprisingly entertaining.

Below are tips on how to organize an entertaining speech adapted from www.infoplease.com

1. Open an anecdote. Select one that directly relates to your audience or purpose.
2. Explain the point of the anecdote. Describe how your speech will be organized at this point.
3. Beef up your theme with additional anecdotes. Remember to spread your anecdotes evenly through your speech so the good stuff isn't all bunched in the beginning, middle, or end.
4. Conclude by restating your central point.
5. Finish with a great anecdote to ensure a memorable ending.