



# Types of Speeches

COMMUNICATIONS 10

# Four Main Types of Speeches:

- ▶ To inform
- ▶ To persuade
- ▶ To demonstrate
- ▶ To entertain

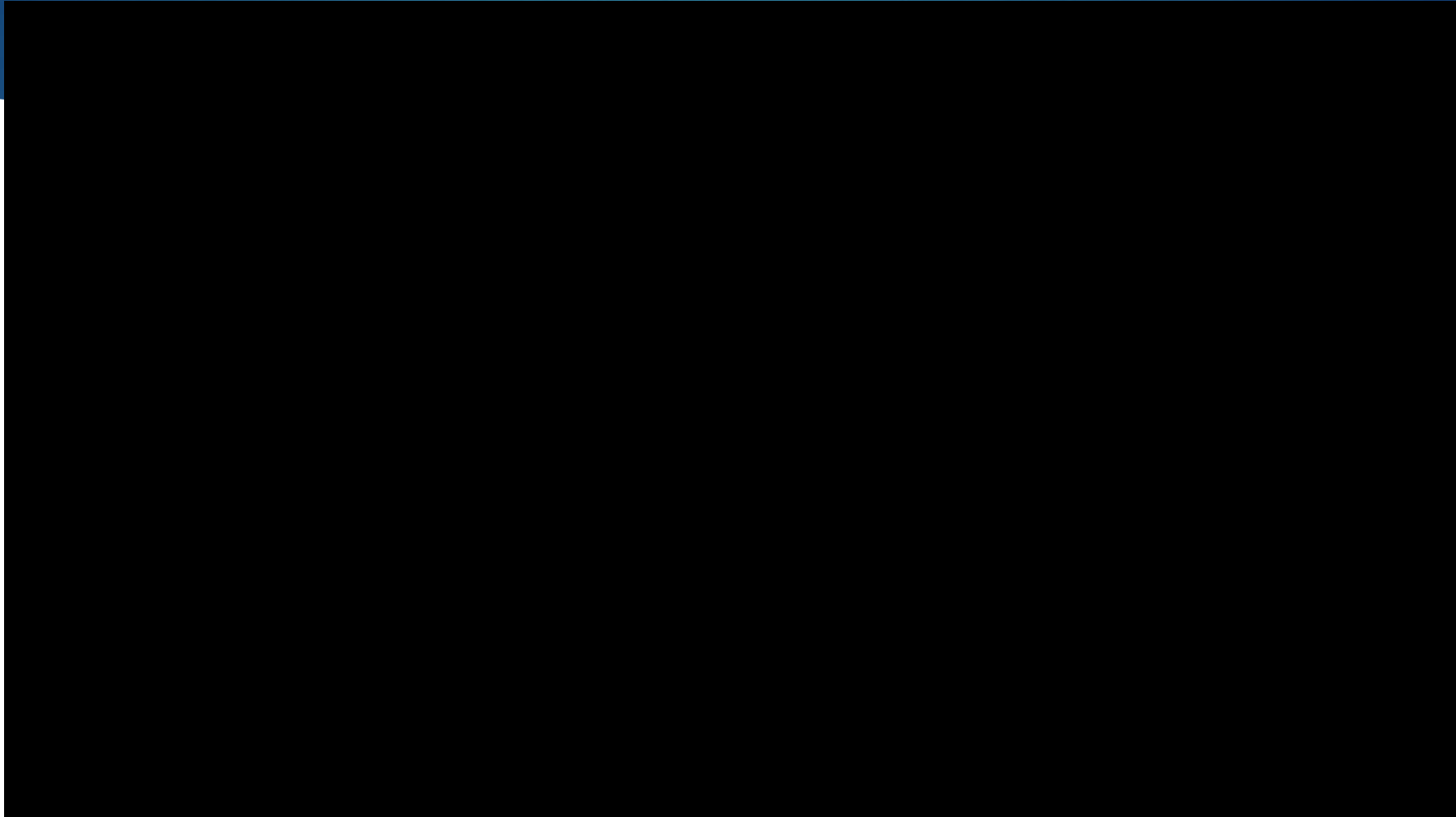


# To Inform

- ▶ To pass on information
- ▶ Examples: business presentations, class projects, seminars, etc.
- ▶ Should be concise:
- ▶ Long lectures = Involves research



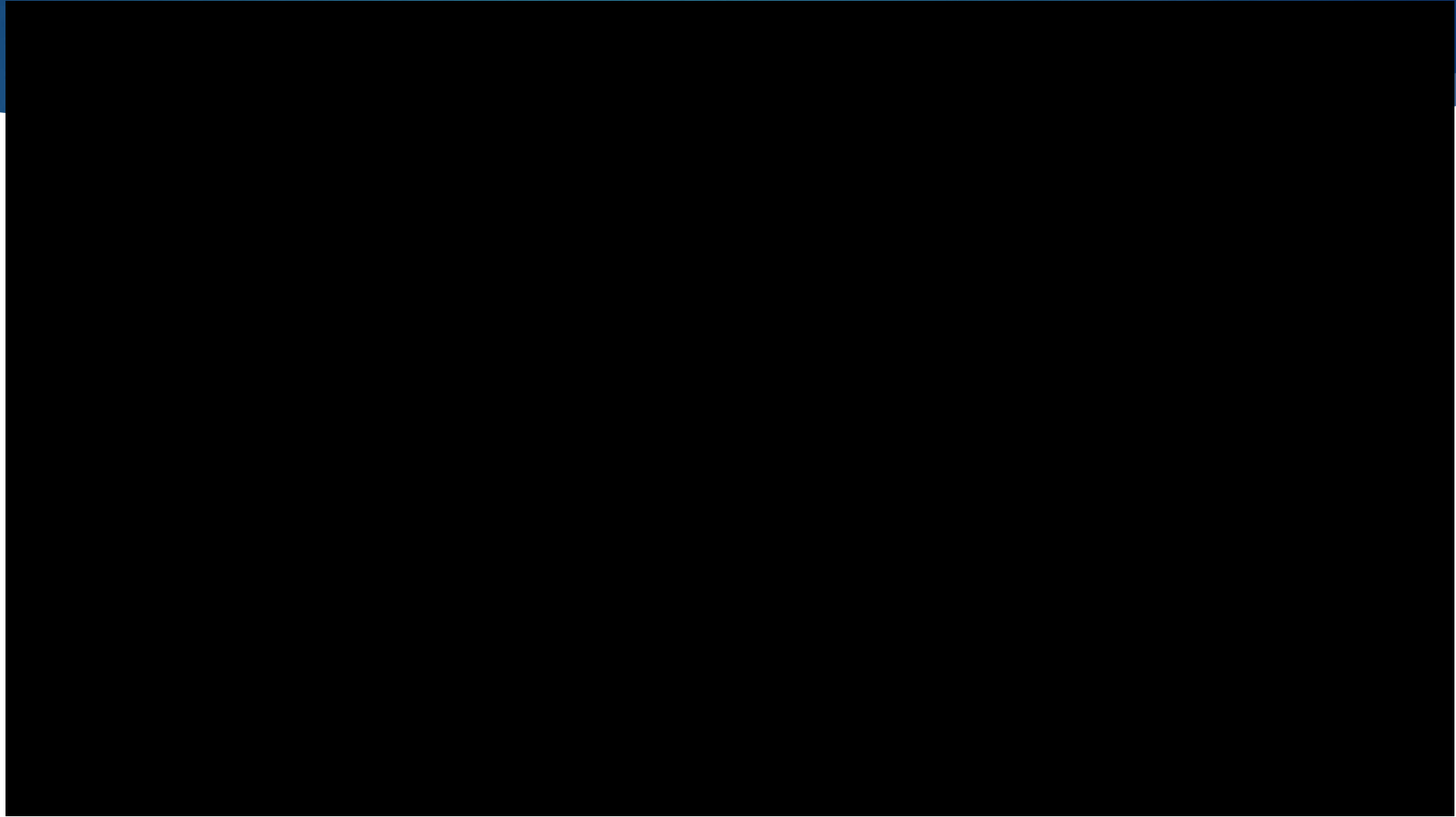
# Informative Speech Example



# To Persuade

- ▶ To urge others to take action
- ▶ To sell a product
- ▶ To express an opinion
- ▶ Examples: sales pitches, debates, commercials and advertisements, etc.
- ▶ Must be clear and involve research of argument

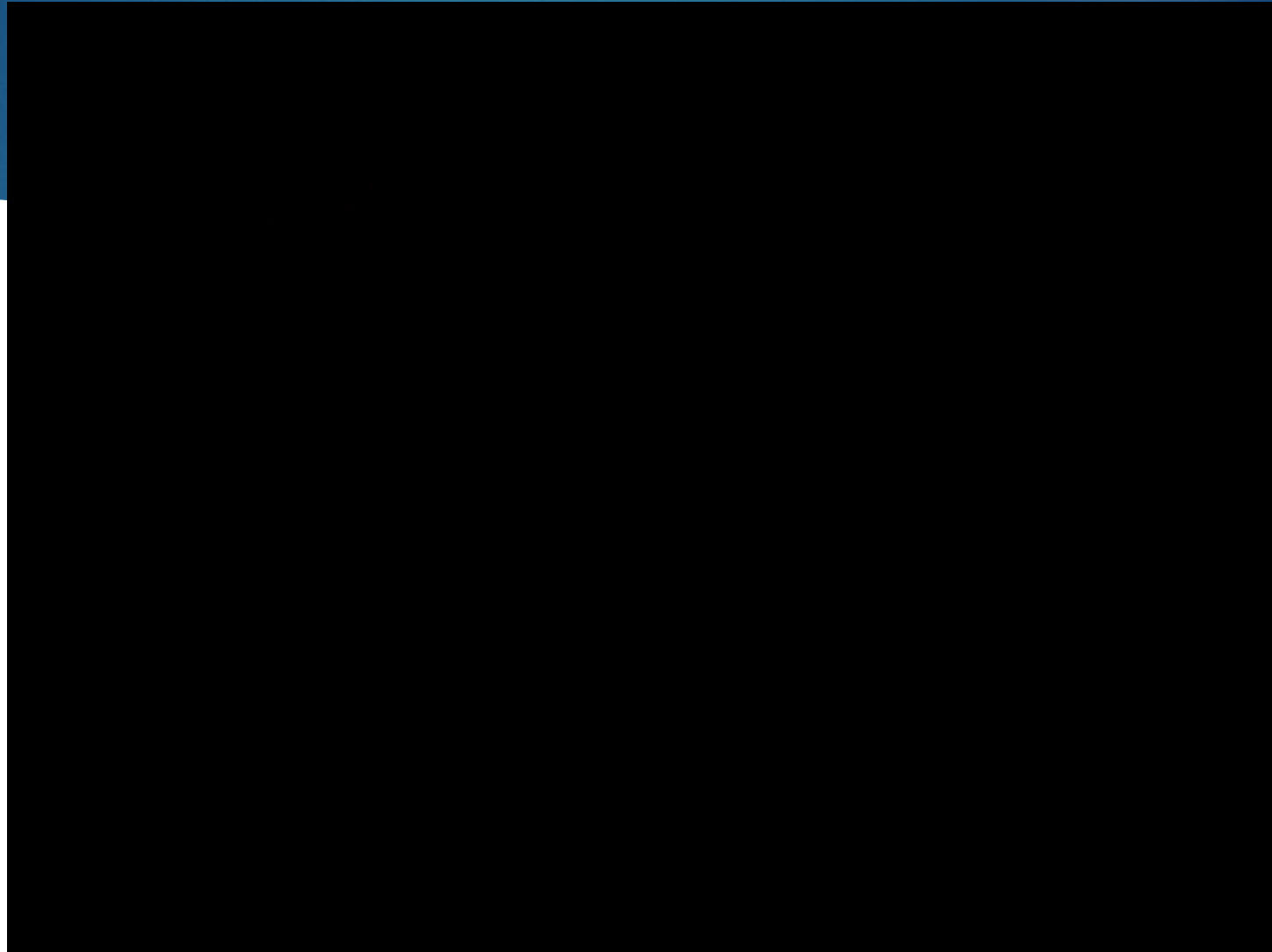
# Persuasive Speech Example



# To Demonstrate

- ▶ To show others how to do something
- ▶ Mastery skills
- ▶ Must show proof
- ▶ Examples: How to...
  - ▶ Tie a shoe
  - ▶ Fix a flat tire
  - ▶ Throw a spiral
  - ▶ Bake brownies

# Demonstrative Speech Example

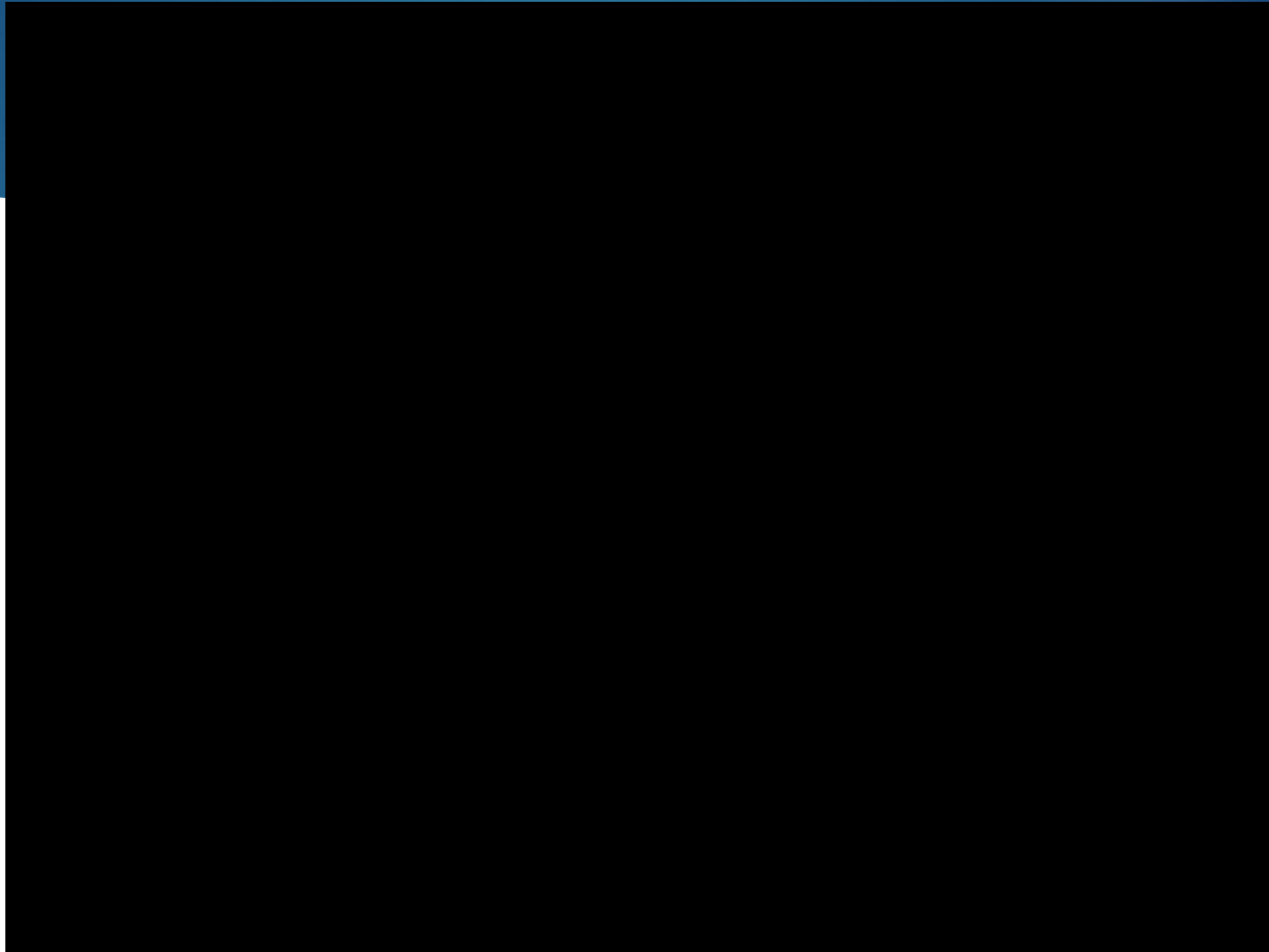




# To Entertain

- ▶ For enjoyment, celebration, dedication, etc.
  - ▶ Not useful, but for fun
- ▶ Use of emotions
  - ▶ Make an impression with the audience
- ▶ Examples: Graduation, Best Man, Eulogy, Academy Award Acceptance, just for fun, etc.

# Entertainment Speech Example



# Understanding the Types of Speeches

- ▶ 1. Which type of speech requires research and practice?
  - ▶ ALL OF THEM!
- ▶ 2. Which type of speech would tell someone “The Five Steps of Effective Communication?”
  - ▶ INFORMATIVE
- ▶ 3. Which type of speech would discuss an opinion, such as “the best milkshake in Beaver County?”
  - ▶ PERSUASIVE.... BTW, who can help me out?!
- ▶ 4. If a student was giving a speech to show fellow classmates how to throw a curveball, which type of speech would be presented?
  - ▶ DEMONSTRATIVE