**Communicating for Different Purposes:**

**An Overview of the Basic Speech Types**

A General Rule of Speech

* The goal or purpose of any speech will be determined by its **\_\_\_\_\_\_\_\_\_\_\_** and **\_\_\_\_\_\_\_\_\_\_\_**.
* One general rule to keep in mind with any speech is that ***“to communicate and be understood is critical, where to impress your listener with eloquence is trivial.”***
* Therefore, **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** before you try to impress!

**Four Types of Speeches**

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_/ \_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_

\*Keep in mind that these four types overlap. You may instruct in an entertaining manner and you may inform the audience to persuade them.

Style

We can distinguish the type of speech by looking at the style. The style can be determined by the:

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**1. Informative**

**Purpose:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Intended Audience:** Someone looking to be informed. For example, students or someone who is unfamiliar/ uneducated about the topic etc.

**Common Topics:**

* The history of...
* Current trends in...
* The future of...

**Stylistic Elements:**

* Research is involved
* Speech will make reference to specific facts and statistics
* Often incorporates charts, timelines, graphs

**2. Instructional/ Demonstrative**

**Purpose:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Intended Audience:** Someone interested in learning how to do something. Example: a beginner or someone who seeks a better understanding.

**Common Topics:**

* The history of...
* Current trends in...
* The future of...

**Stylistic Elements:**

* Research is involved
* Speech will make reference to specific facts and statistics
* Often incorporates charts, timelines, graphs

★ Informative vs. Instructional

* While informative and instructional both provide useful information, the difference is that an informative does not ask the reader to apply it, where an instructional teaches you how to.

**3. Entertainment**

**Purpose:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Intended Audience:** Someone who is looking to relax, laugh, cry or be entertained in general.

**Common Topics:**

* Special events and holidays
* Recognition/ Achievement
* Acceptances

**Stylistic Elements:**

* May be prepared or impromptu
* Tone is used to create an appropriate mood
* Incorporates personal anecdotes

**4. Persuasive**

**Purpose:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Audience:** Someone who is looking for insight, is interested in the issue, or is skeptical.

**Common Topics:**

* Recruitment
* Sales
* Inspirational/ Motivational

**Stylistic Elements:**

* Draw on Aristotle’s 3 persuasive techniques: Ethos, Pathos and Logos
* Should take a positive approach rather than negative
* Avoid repetition of arguments, instead use a larger variety

Application

Based on what you have learned, can you determine what speech type each image represents? Be prepared to explain your answer.

1) Type: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2) Type: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3) Type: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4) Type: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5) Type: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6) Type: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_