Types of Speeches

ASSIGNMENT:
Write a speech about your favorite hobby using one of the three types of speech below.

BACKGROUND:
There are four basic types of speeches: informational, demonstrative, persuasive, and special occasion speeches. Here is an overview of the three, more common types of speeches:

Informative speeches are intended to do just that, *inform* audiences about a particular topic. They are similar to (and often referred to as) lectures (like what teachers and professors do every day). They do NOT, however, try to persuade audiences of anything. Instead, they present the information ONLY and then allow audiences to form their own opinion based on the presented facts.

Demonstrative speeches are similar to informative speeches, but with an added "twist": they are not only informing audiences, but are trying to equip them with skills. It is a "how-to" of sorts, that should leave audiences with new understandings.

The goal is, in fact, to teach the audience how to do something, not what something is, therefore they tend to rely on visual aids. For example, demonstrative speeches would teach an audience how to bake chocolate chip cookies, but an informative speech might provide information about all the different types of chocolate chip cookies and/or their history.

Persuasive speeches overlap with informational speeches as well, but then they become unique because the presenter is trying to get audiences to form an opinion based on the information. While informational speeches are objective (factual), persuasive speeches are subjective (opinionated), often trying to convince audiences to agree with the opinions of the speaker.

Below are key attributes that usually pertain to each type of speech.

Informational speeches tend to:

- ask questions of the audience to clarify what they currently understand about a topic and/or what misconceptions may exist about a topic.
- invite questions from the audience, usually to see how they are interacting with and/or understanding the information as it is being presented.
- use examples to help audiences relate to new information. This can be done through analogies, short anecdotes (stories), or visual examples, such as charts, graphs, or photos.

Demonstrative speeches tend to:

- almost exclusively rely on visual aids…because the audience is learning "how to" about something, a picture sequence, video, or hands on demonstration is used to help the audience follow along with the steps in a process.

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- break down a process into its most essential elements…they take out extra or abstract facts and explain only what the audience needs to know in order to be able to apply their new skill.

Persuasive speeches tend to:

- begin with a strong central *opinion* rather than a fact…remember, the speaker is trying to convince the audience to believe something.
- use expertise/credibility to establish the speaker as the most qualified person to be convincing you of their opinion (ethos)
- use logical reasoning to get audiences to agree with their opinion (logos)
- use emotional appeal to get audiences to agree with their opinion (pathos)

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