

INFORMATION ON MAJOR SPEECHES - COM 181

ONE-POINT SPEECH: 2-4 minutes - sources required

The purpose of this speech is to establish a single point or idea, with a statement of fact being the most logical kind of point to use. In the sentence preparation outline, include a clear statement of that single idea, and identify at least two different forms of support. (Factual example, statistic and/or testimony are suggested.)

DEMONSTRATION SPEECH: 3-5 minutes - sources required.

A demonstration speech is a type of informative speech. It may have either of two purposes:

- a. to actually show the audience how to do something (the audience is taught a skill, such as how to tune a guitar or how to place a bet at Keeneland);
- b. to explain to the class how something operates (the audience is given insight into a process without necessarily having to duplicate it, such as how a solar panel creates energy or how a microwave oven works).

In a demonstration speech, each step must be demonstrated precisely and correctly for comprehension and ultimate duplication. Steps in a demonstration should be previewed, executed, summarized, and then repeated in slow motion. Or a speaker may execute steps, repeat steps, and execute steps again.

Demonstration speeches offer an excellent opportunity for audience involvement. Look for ways to do this. Also, remember to maintain your commentary during the demonstration. Silent gaps in a presentation can be distracting.

Also, in choosing a topic, be sure that you can demonstrate the skill or procedure or process in the allotted time.

INFORMATIVE SPEECH: 4-6 minutes - sources required

The purpose of this speech is to clarify a single concept, idea, principle, method or process. Take a concept or process important to you (your major, a theory, a hobby or sport, etc.) and explain it so your audience can understand it. Visual aids, when they can provide help in explaining your topic, certainly should be used. Identify at least three different forms of support. (Do not present another demonstration speech.)

PERSUASIVE SPEECH: 5-7 minutes - sources required

The purpose of this speech is to persuade the audience to accept a proposition in which you believe. The proposition may be based on a political, economic, moral, religious, or other issue, but it should be one important to you. If you wish, you may use the same general topic used for the informative speech. For this speech, however, be sure to focus on getting your audience to accept your position rather than simply passing along information. Identify at least four different kinds of support. Again, visual aids may greatly enhance your effectiveness.