

UNIT 3 ESTABLISHING YOUR SPEECH PURPOSE

A. General Purposes of a Speech

1. to inform
2. to persuade
3. to entertain

“To inform” is your purpose in giving a speech when you want your audience:

- enlightened or instructed
- to have increased knowledge, skill, or understanding
- to know more about a subject they already have some knowledge about
- to know something new to them

Read these examples of specific purposes in giving a speech to inform

- To have the audience able to read correctly the danger symbols appearing on a navigational chart.
- To have the audience able to name three recent research findings about the impact of television commercials
- To have the audience able to select a career appropriate to each individual based on five specific criteria

“To persuade” is your speech when you want your audience to:

- accept or approve your point of view
- modify or change their attitudes or opinions
- be motivated to take some specific action

Consider the following examples of specific purposes for a speech to persuade

- to have the audience impressed with the importance of the opening of a new bank in town
- to have the audience agree with your three main reasons for voting for more funds for space research
- to have the audience volunteer to work three or more hours next Saturday to help plant gardens around a new school

There are three possible “levels” of a speech to persuade:

1. to impress

At this level of the speech to persuade, you are seeking little more from your audience than a strengthening, reinforcement, or reemphasis in their minds of a particular attitude, opinion,

concept, viewpoint. An example would be a typical speech at commencement ceremonies.

2. to convince

Your goal is to change minds, to get support, agreement, acceptance, perhaps even endorsement of your opinions, plan, proposal, or idea. An example would be a speech you may present when you are a member of a panel discussion.

3. to activate

Examples would be soliciting votes for a candidate, or a sales talk, or an appeal for contributions to a fund-raising campaign. Here the audience's action is overt, specific, and measurable.

"To entertain" is the speech purpose when you intend to provide pleasure, humor, amusement through your remarks. This is the speech that, for example, comedians present as monologues on telecasts. The humorous speech and the joking introduction of guest speaker are other examples of speeches which have "to entertain" as their purposes.

Examples of specific purposes for such speeches would be

- to have my audience enjoy some stories about unusual places I have visited in Europe
- to have my audience entertained with examples of strange ways some professional performers have broken into show business

"Combinations"?

B. Specific Purposes of a Speech

A specific purpose is a statement—a complete sentence—expressing just exactly what it is you want your speech to achieve.

A general purpose is a broad, collective one-word expression of the general intent of your speech.

Criteria for a specific purpose

1. worded from the audience's point of view

It is a statement of what the audience is to be able to do, or think, or believe, or enjoy after they hear your speech.

e.g. The purpose of my speech is to have the audience informed about sailboats.

2. specific

Worded in terms that are exact, specific, precise -worded so that if it were feasible you could actually measure or test your audience, after your speech, to determine if your speech purpose were achieved.

e.g. After hearing my speech the audience will vote for new laws concerning drugs.

3. attainable

worded as an attainable goal-a realistic, practical purpose, one which might in fact actually be achieved by your speech.

e.g. The purpose of my speech is to have the audience be able to remember the five key things for a good golf swing.

SOME TIPS

1. Tips on content

- Base your speech on an accurate analysis of your speaking situation
- Be sure your speech purpose is worded correctly
- The subject should be appropriate, relevant, and interesting to your designated audience
- The points and data should be new and significant to you audience
- Include personal and human interest stories in your speeches
- All material should be clearly related to your subject
- Get to the point quickly-don't over detail data or points

- Present your own, original ideas, structure, or interpretation
- Use visual or audio aids when appropriate
- Emphasize the organization of your speech enough to help your audience remember your points

2. Tips on organization

Do use the structure of a speech, not the structure of the old-style class report, or the structure of a magazine article.

3. Tips on delivery

See the previous lesson.

4. Tips on preparation

See the previous lesson.