# English Level 2 – Types of Speech

1 of 16 – Welcome

Welcome to this session on types of speech.

In this session we will be covering:

* Purpose
* Specifying your purpose
* Speaking to inform or describe
* Speaking to instruct or explain
* Speaking to persuade or inspire
* Speaking to entertain or amuse

2 of 16 – Purpose

When planning and delivering a speech it is important to know your purpose.

Your purpose might be:

* To inform or describe
* To instruct or explain
* To persuade or inspire
* To entertain or amuse

3 of 16 – Purpose

Although we will be focusing on these four categories there are many different types of speech with different purposes.

Watch the following video to find out more about different speech purposes:

[Types of speech](https://www.youtube.com/embed/gCPHdfNaF1M?autoplay=1&rel=0&start=0&modestbranding=1&showinfo=0&theme=light&fs=0&probably_logged_in=0)

Different purposes require different approaches. You need to know your purpose in order to deliver an effective speech.

4 of 16 – Specifying your purpose

When you are planning and preparing for your speech you may wish to come up with a one sentence statement about what you want to accomplish.

Your one sentence statement should be:

* Worded from the audience’s point of view
* Precise
* Attainable

For example, you might want to complete the following sentence:

“After my speech the audience will …”

5 of 16 - Speaking to inform or describe

An informative speech:

* Provides new information, new insights or new ways of thinking about a topic
* May explain a concept or practice
* May describe a person, place or event
* May demonstrate how something works

A good informative speech:

* Communicates the information accurately and clearly
* Makes the information meaningful and interesting to the audience

6 of 16 – Question 1

Below is some useful advice for informative speeches.

Using the following choice of words; **knowledge**, **meaning**, **examples**, **describe** and **explain**,fill in the blanks in the paragraph below:

Know you audience’s current level of **blank** – if jargon is necessary and they are unfamiliar with it, you must **blank** the **blank** of the word. Use **blank** and illustrations to give life and colour to your speech. Use carefully chosen words to **blank** things precisely.

The correct paragraph should read:

Know you audience’s current level of **knowledge** – if jargon is necessary and they are unfamiliar with it, you must **explain** the **meaning** of the word. Use **examples** and illustrations to give life and colour to your speech. Use carefully chosen words to **describe** things precisely.

7 of 16 – Speaking to instruct or explain

An explanatory speech:

* Is concerned with explaining how things work
* How processes or procedures are carried out
* How actions are performed

You may also want to include an explanation of:

* Why things are the way they are
* Why certain steps are taken in a process

8 of 16 – Speaking to persuade or explain

A persuasive speech:

* Usually aims to change beliefs, attitudes or behaviour
* Presents a case or an argument in favour of or against an idea

A good persuasive speech:

* Gets the audience's attention
* Demonstrates how the presenter can satisfy those needs
* Asks for an appropriate reaction or approval

9 of 16 – Question 2

Below is some useful advice for persuasive speeches.

Using the following choice of words: **exaggerating**, **heart**, **sides**, **evidence**, **statistics** and **accurate**,fill in the blanks for the paragraph below:

You must appeal to the **blank** and the head by showing your audience the benefits of your viewpoint as well as providing **blank** to back up your arguments. Evidence can include **blank**,authoritative opinion and the experience of others, but these must be **blank** and relevant. Avoid generalising and **blank.** Make sure you look at both **blank** of the story, or your case will be weakened.

The correct paragraph should read:

You must appeal to the **heart** and the head by showing your audience the benefits of your viewpoint as well as providing **evidence** to back up your arguments. Evidence can include **statistics**,authoritative opinion and the experience of others, but these must be **accurate** and relevant. Avoid generalising and **exaggerating.** Make sure you look at both **sides** of the story, or your case will be weakened.

10 of 16 – Speaking to entertain or amuse

An entertaining speech might be used when giving a vote of thanks or as an after-dinner speech.

An entertaining speech might include:

* Jokes
* Funny stories
* Anecdotes
* A scary story

11 of 16 – Question 3

Match the following types of speech; **to inform**, **to persuade**, **to entertain**, **to inspire** and **to instruct**, to their purpose below:

1. Lecture
2. Sales Presentation
3. After dinner speech
4. Graduation speech
5. A speech about how to start your own blog

The correct answers are:

The purpose of a Lecture is **to inform**.

The purpose of a Sales Presentation is **to persuade**.

The purpose of an After dinner speech is **to entertain**.

The purpose of a Graduation speech is **to inspire**.

The purpose of a speech about how to start your own blog is **to instruct**.

12 of 16 – Question 4

What type of speech aims to convince people to change in some way?

1. Informative speech
2. Explanatory speech
3. Persuasive speech
4. Entertaining speech

The correct answer is C, persuasive speech.

13 of 16 – Question 5

What type of speech aims to provide pleasure and enjoyment?

1. Informative speech
2. Explanatory speech
3. Persuasive speech
4. Entertaining speech

The correct answer is D, entertaining speech.

14 of 16 – Question 6

What type of speech aims to provide interesting and useful information to the audience?

1. Informative speech
2. Explanatory speech
3. Persuasive speech
4. Entertaining speech

The correct answer is A, informative speech.

15 of 16 – Question 7

Which of the following speech titles is most likely to be an explanatory speech?

1. A travelogue about the Tower of London
2. How to start your own blog
3. Why you should become an organ donor
4. Funny excuses for any occasion

The correct answer is B, how to start your own blog.

16 of 16 – End

Well done. You have completed this session on types of speech.

In this session we have covered:

* Purpose
* Specifying your purpose
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* Speaking to instruct or explain
* Speaking to persuade or inspire
* Speaking to entertain or amuse

If you are unsure or have any questions about any of these topics, make a note and speak to your tutor for more help.