**LESSON 6. Oral presentation**

**Part 1**

**How to prepare a speech**

Public speaking is a fundamental type of communication that can be used in academic and professional settings as well as during special occasions. The process of preparing a speech relies on many of the same planning and organization techniques that are utilized in written communication like essays.

1. **Types of speeches**

The four basic types of speeches are: to inform, to instruct, to entertain, and to persuade. While there are other types of speeches used during “special occasions”—such as Commemorative speech, Toast speech or graduation speeches.

**1. Informative speech**

An Informative Speech focus on educating and inform an audience through the use of facts and evidence to establish credibility.

Some examples of informative speeches:

* A teacher telling students about earthquakes
* A student talking about her research
* A computer programmer speaking about new software

**2. Demonstrative speech**

Or instructional speech. This has many similarities with an informative speech. The main difference lies in including a demonstration of how to do the thing you are teaching.

Some examples of demonstrative speeches:

* How to write a speech
* How to bake a cake
* How to... just about anything

**3. Persuasive speech**

A persuasive speech works to convince people to change in some way they think, the way they do something, or to start doing something that they are not currently doing.

Some examples of persuasive speeches:

* Become an organ donor
* Improve your health through better eating
* Television violence is negatively influencing our children

**4. Entertaining speech**

The speaker provides pleasure and enjoyment that make the audience laughs or identify with anecdotal information.

Some examples of entertaining speeches:

* A standup comedy
* The after-dinner speech
1. **Planning and writing an Informative Speech**
2. **Major Types of Informative Speeches**

In general, the speech you deliver will fit into one of four major categories.

**- Descriptive speech** is informative speeches describing: Objects, Processes, Events and Concepts

**- Explanatory speech** is informative speeches clarifying: ideas, theories, concepts

**- Definition speech**: is an informative speech explaining the meaning of a term, idea and phenomenon

1. **Planning an informative speech**

**- Choose Your Topic:** It is always best to write about something you know or have an interest in, because then you can bring in real example and you can talk more.

**-** **The purpose and the audience:**

* You need to think about what you want the audience to get from your speech.
* What is the purpose of your speech?
* What response do you want from the audience?

- **Gathering Materials:** As you begin to work on your informative speech, you will find that you need to gather additional information.

* The library will probably be your primary source of information.
* Taking Notes, while doing your research,
* Citing Sources within your speech (Creating Your Bibliography)
1. **Writing an Informative Speech**

Typically, informative speeches have three parts: Introduction, Body and Conclusion

1. **Introduction:** there are four main components of an effective introduction:
* **Attention Getters** (A Story, Quotation, Humor etc….)
* **Thesis Statement**. (The purpose of this speech is to inform my audience about….)
* **Preview the Main Points** (Chronological)
* **Transition to the Body**
1. **Body:** The body contains the bulk of information in your speech and needs to be clearly organized. The three key issues used in organizing a speech are:
* **Main Ideas** (three main equal points)
* **Connective Devices** (Transitions, Internal Previews, Internal Summaries, Signposts)
* **References to Outside Research** (use source citations)
1. **Conclusion**: While the conclusion should be brief and tight, it has a few specific tasks to accomplish:
* **Make a connection or link to the speech opening.** (Refer back to the thesis from the introduction)
* **Review the main points** (re-state the main points of the speech.)
* **Close Effectively** (For greatest effect, create a closing line or paragraph that indicate the speech has concluded)