

# Before We Get Started

Remember to register your attendance and complete session evaluations.

Session numbers are in the program.



SCAN ME





# Look at that Body! (of the speech)

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# Informative vs. Persuasive

## INFORMATIVE

Purpose: to increase the audience's knowledge of the topic

Necessary information

Current sources

Clear explanation

## PERSUASIVE

Purpose: convince the audience or reinforce their thoughts/beliefs

Answer two questions

Take a stand

Recent information

# Body Organization



Topical – specific issues relative to the topic

**Informative:** What are the biggest concerns facing China?

**Persuasive:** The Opioid epidemic: How should U.S. lawmakers respond?

Chronological – arranged by sequence in time

**Informative:** What are concerning developments of global warming?

**Persuasive:** Has America battled racism effectively?

# Body Organization, cont.

Spatial – follow geographical or spatial guidelines

**Informative:** How has the U.S. used foreign policy efforts to win the war on drugs?

**Persuasive:** How successful are recent United Nations peacekeeping efforts?

Pro-Con – presents both sides

**Informative:** What is the controversy regarding gene therapy?

# Body Organization, cont.



Status-Significance: evaluating a person

**Informative:** Who is Ron DeSantis?

Criteria-Evaluation: establish the criteria of the issue then evaluate it

**Persuasive:** Should the U.S. Congress devote increased attention to renewable energy?

Problem-Solution: set up problems and offer solutions

**Persuasive:** How can the U.S. best meet the needs of the poor?

# Shape up the Speech

Preview & review

Justification

Internal  
summaries



# Four S's of Speech Making

1. Signpost
2. State the key idea
3. Support the idea
4. Summarize the idea

Dr. George Grice