#### **Before We Get Started**

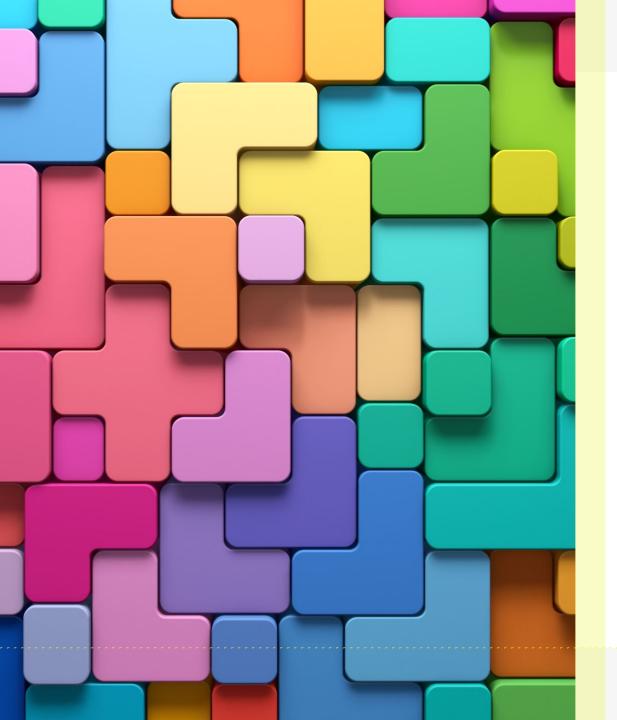
Remember to register your attendance and complete session evaluations.

Session numbers are in the program.









# Look at that Body! (of the speech)

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#### Informative vs. Persuasive

#### **INFORMATIVE**

**PERSUASIVE** 

Purpose: to increase the audience's

knowledge of the topic

**Necessary** information

Current sources

Clear explanation

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?

Preview & review

Shape up the Speech

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