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The Importance of Using Supporting Materials in Speeches

In order to craft a speech that is informative, convincing and engaging, one must utilize supporting materials. Multiple forms of supporting materials exist, with each type of supporting materials work in different ways to enhance the quality of a speech. Regardless of the type of speech, supporting materials play an essential role in lending the speaker authority on the subject presented.

There are many different forms of supporting materials, including: direct quotes, statistics, analogies, audio and visual aides and anecdotes. In persuasive speeches, using direct quotes from subject authorities or statistics would be helpful in illustrating why the topic is important.

Anecdotes could also be used in persuasive speeches to lend a more human element to a controversial or complicated topic. Informative speeches may benefit from the use of audio or visual materials in order to show in clear detail what is being discussed. Regardless of the type of materials used, including supporting materials in a speech will show the audience that the speaker has some level of authority on the topic they are presenting and that there are outside sources that support the claims their speech makes.

Using supporting materials in speeches is important as it provides the audience with reassurance on the presenters' knowledge of the subject material and has the ability to make speeches more engaging and personalized. The wide variety of supporting material sources available to speech writers ensures that regardless of the topic or type of speech, the presenter will be able to find materials that will work for their audience.