

Principle of speech communication book review example

[Sociology](#), [Communication](#)



The two main areas to consider when planning a speech is the type of speech and how to deliver it. The audience, topic and speaker are the factors that will determine your choices when considering these variables. For example, a politician may read an or argumentative speech, usually written either as a collaborative effort or entirely by someone else; a news anchor reads an informative piece from a monitor while a preacher often persuades his congregation using an outline or just notes.

The types of speeches are; persuasive, argumentative, educative and informative. Persuasive speeches appeal to the audience to see things your way. This is the type of speech most used by sales people and students defending a thesis or dissertation. Argumentative speeches are intended to win at all costs. In order to do this every point at issue must be defended by the facts. Educative speeches, like lectures convey the facts about a topic to a group of students. Informative speeches are closely related to educative speeches but they differ in that they focus more upon how to do something rather than presenting the facts on what it is.

The types of delivery are; reading a scripted speech either from paper or by the use of a teleprompter, a semi-scripted speech which provides an outline and “ talking points” but also allows improvisation on the part of the speaker and an outline speech in which the speaker has an outline of the points to be covered but is otherwise delivered in the speakers own words. Each method has its assets and drawbacks. Generally, most speakers prefer to have enough content prepared so that they can fall back upon their prepared material. However, it is important to judge the audience’s reaction and use some latitude to diverge from the prepared material if it becomes necessary.

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