

# Speech Pre-Planning

# Purpose

- Determine the purpose of the speech

# Three general purposes

**GENERAL PURPOSE**: Your broad goal for the speech.

The three **GENERAL** purposes are:

1. **To Inform**: to share information

2. **To Persuade**: to generate action, to influence behavior, or beliefs

3. **To Suit a Special Occasion**: to suit the need of the occasion (*graduation, eulogy, wedding toast, etc.*)

# Specific Purpose

## SPECIFIC PURPOSE:

- Starts with “to” \_\_\_\_\_
- States precisely what a speaker hopes to accomplish in the speech.
- Usually general purpose + specific points of the topic.
  - To inform my audience about....
  - To persuade my audience to....

# Specific Purpose Statement Samples

1. To **inform** my audience about the **three major types** of staging for plays.
2. To **demonstrate** the **steps in CPR**.
3. To **persuade** my audience to **vote yes** on proposal two.
4. To **honor** the bride and groom with a **wedding toast**.

# Practice Activity

1. Choose a topic you know something about.

**Topic:** \_\_\_\_\_

2. Choose a general purpose

**General purpose:** To \_\_\_\_\_

3. Write a specific purpose statement

**Specific purpose:** To \_\_\_\_\_ (*GP + specific speech points*)