

PUBLIC SPEAKING FOR SUCCESS

Writing A Statement of Intent for Your Speech

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Preparing a statement which indicates:

- what you are going to inform your audience about or
- what action you want your audience to take or
- what belief you desire them to change or adopt.

Then identify ideas that will support your specific purpose , organizing the ideas in a logical form (see section on speech structure).



General Purpose Of Your Speech

The **general purpose** of your speech is to inform, persuade, entertain, or motivate in reference to your specific topic.

The **specific purpose** of the speech is more precise than general purpose

This would depend on

- The specific assignment
- The allotted time
- The intended audience

General /Specific Purpose of Your Speech

Topic: "Electrical Safety in the Home"

Statement of Intent

General Purpose:

To inform the audience about the safety precautions for preventing electrical accidents in the home.

Specific Purpose:

To inform about procuring safety devices, maintaining home appliances and recognizing defective appliances.

Some ideas that could be used to build the speech

Reputable brand name companies.

Checking for damaged cables and safety devices.

Defects in appliances.