

# Expository writing

## SECOND SEMESTER

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### Speaking (phonetic aspect of language)

#### Explanation

Speaking, defined as the act of conveying thoughts, ideas, or emotions through verbal expression.

According to Stevenson, " The first duty of a man is to speak. "

"To speak and to speak well are two things. A fool may talk but a wise man speaks".

According to Ben Johnson.

The importance of speaking can be elucidated through quotations, for example, Shakespeare eloquently encapsulated the essence of communication in "As You Like It" with the line, "All the world's a stage, and all the men and women merely players: they have their exits and their entrances." Here, speaking is portrayed as a performance on the grand stage of existence

#### Purposes of Speaking

The purpose of speaking is:

1. To inform
2. To persuade
3. To explain
4. To amuse

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## 5. To comfort

### 1. To inform

When we speak with the purpose of informing, we aim to convey factual information, explanations, or details to others. This process could involve providing updates, sharing knowledge, or clarifying concepts. An effective informative speaking involves organizing thoughts logically, using clear language, and ensuring the information is accurate and relevant to the audience's needs. Whether giving a presentation, teaching a lesson, or engaging in a conversation, the purpose is to enhance understanding and expand knowledge.

### 2. Persuade

It is said that all speech is persuasion. The most interaction between a speaker and audience occurs when the purpose is to persuade people to take a particular action. A speaker begins by providing facts and figures. He also offers arguments in defense. Politicians often use persuasive language to sway voters, convince them of their policies, and gain support. For instance, "Yes We Can" was a persuasive slogan used by Barack Obama during his presidential campaign. Advertisers use persuasive techniques to convince consumers to buy their products or services. Examples include testimonials, emotional appeals, and catchy slogans like Nike's "Just Do It." Participants in debates aim to persuade the audience and judges of the validity of their arguments. They use evidence, reasoning, and rhetorical devices to make their case. Salespeople use persuasive communication to convince potential customers to make a purchase.

### 3. To explain

A speaker may explain a situation. He may remove doubts about things. It may increase an interest in a product or an idea. The speaker may compare two things to reach a decision. For example, teachers explain academic subjects to their students, breaking down complex topics into simpler parts. For instance, a science

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teacher might explain the process of photosynthesis or a math teacher might explain algebraic equations. Similarly, content creators on platforms like YouTube often create tutorials to explain various tasks or skills. For example, a cooking channel might have videos explaining how to bake a cake. Engineers, scientists, and other professionals often give presentations to explain technical concepts to their colleagues or clients. This could include explaining the design of a new product, the results of a research study, or the implementation of a software system.

#### 4. To amuse

The purpose of speaking may be to amuse the audience. You may be asked to say a few words to amuse a retiring person. During company events, such as holiday parties or team-building activities, speakers may use humor and lighthearted anecdotes to lift spirits. For instance, a manager might share funny office-related stories or jokes to create a relaxed and enjoyable atmosphere. Similarly, Teachers or guest speakers at school assemblies may incorporate humor and entertaining stories into their presentations to captivate students' attention and make important messages more memorable. This could involve sharing amusing anecdotes from their own experiences or using interactive activities to engage students. On the other hand, Comedians specialize in amusing audiences through spoken word performances filled with jokes, observational humor, and witty commentary. Above all, Invited speakers at conferences, seminars, or educational institutions may incorporate humor into their presentations to keep attendees engaged and interested.

#### 5. To comfort

Shakespeare's hero Hamlet says, "it's not only flesh that is subject to a thousand shocks". Business may also face loss. The purpose of speech may also be to comfort a group of people who had to suffer. In such a speech audience feels relieved and gains new confidence.

