

APSU Writing Center
Demonstrative Speech

What is a Demonstrative Speech?

A demonstrative speech teaches your audience how to complete a task, achieve a goal, or carry out a process. The aim is to show your audience how to do something new or better. Use visual aids, resources, and clear instructions to support your demonstration.

How to Choose a Topic

Use the basic questions: Who, What, When, Where, Why.

- **Who**
 - **Examples:** Who is your audience? Why should your audience be interested in your topic?
How would my audience benefit by knowing this?
- **What**
 - **Examples:** What topics am I interested in? What topics are my audience interested in? What can I research? What should my audience learn? What resources or materials do I need?
- **When**
 - **Examples:** How long do I have to present? A shorter presentation should cover a niche topic or a high-level concept. A longer presentation can go into a more detailed topic.
- **Where**
 - **Examples:** Where am I speaking? What is the geographic location of my speech? What tools will I have available? Where can my audience apply this?
- **Why**
 - **Examples:** What is the purpose of my speech? Why am I speaking about this topic?

Demonstrative Speech Topic Examples

- How to organize your email account
- Conscious ways to protect your mental health
- How to make a mobile-friendly website
- Tips for preparing for a journey abroad with your pet
- Beginner tips for swimming lessons

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Demonstrative Speech Outline

Introduction

Thesis Statement: (Summarize your main point or lesson in one sentence)

Attention Getter: (Hook your audience with a story, question, fact, or quote)

Audience Relevance: (Why is this topic important to them? How will it benefit them?)

Credibility: (Why are you qualified to demonstrate this topic?)

Preview of Steps/Task: (Briefly outline the steps you will demonstrate)

Body Step 1 (repeat steps as necessary)

Action/Task:

Explanation:

Tip/Note:

Transition to Next Step:

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Demonstrative Speech Outline

Body Step 2 (repeat steps as necessary)

Action/Task:

Explanation:

Tip/Note:

Transition to Next Step:

Conclusion

Review Steps: (Briefly recap all steps in order)

Reinforce Thesis: (Remind the audience what they've learned and why it matters)

Closing Statement: (End with a memorable thought, call to action, or practical tip)



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References

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