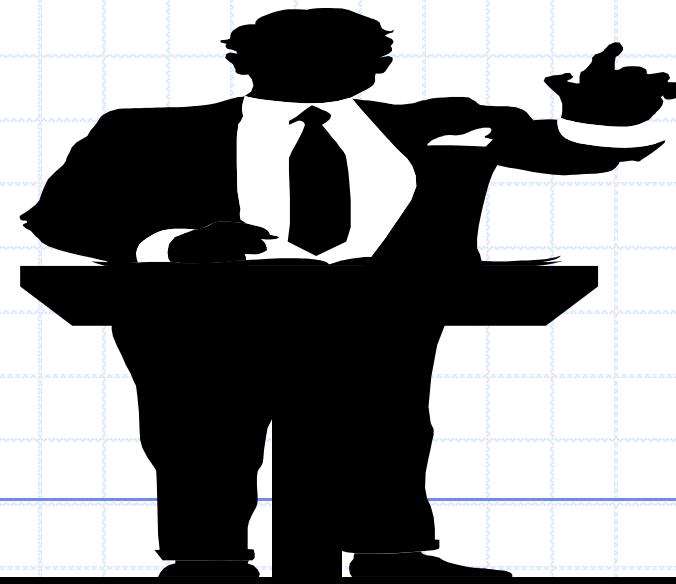


Informative Speaking



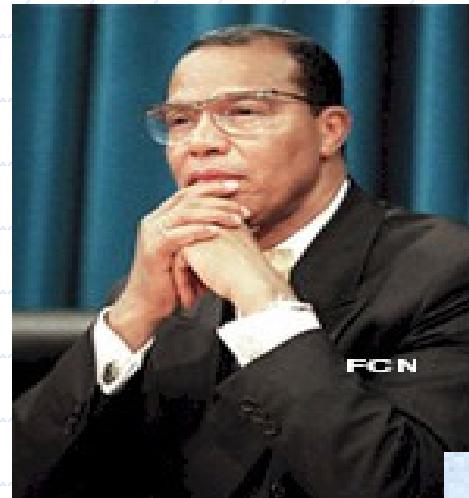
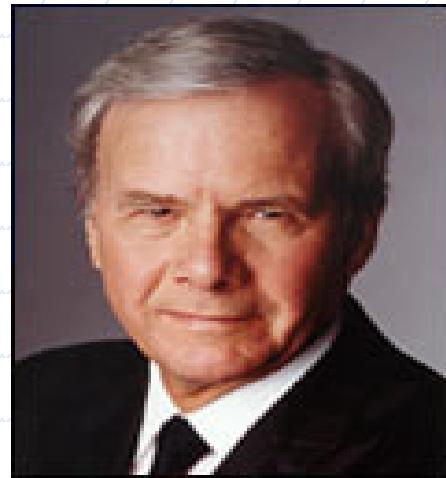
Introduction & Overview

- ◆ In Informative vs. Persuasive Speeches
- ◆ Types of informative speaking
- ◆ Techniques of informative speaking
- ◆ Organization and Structure



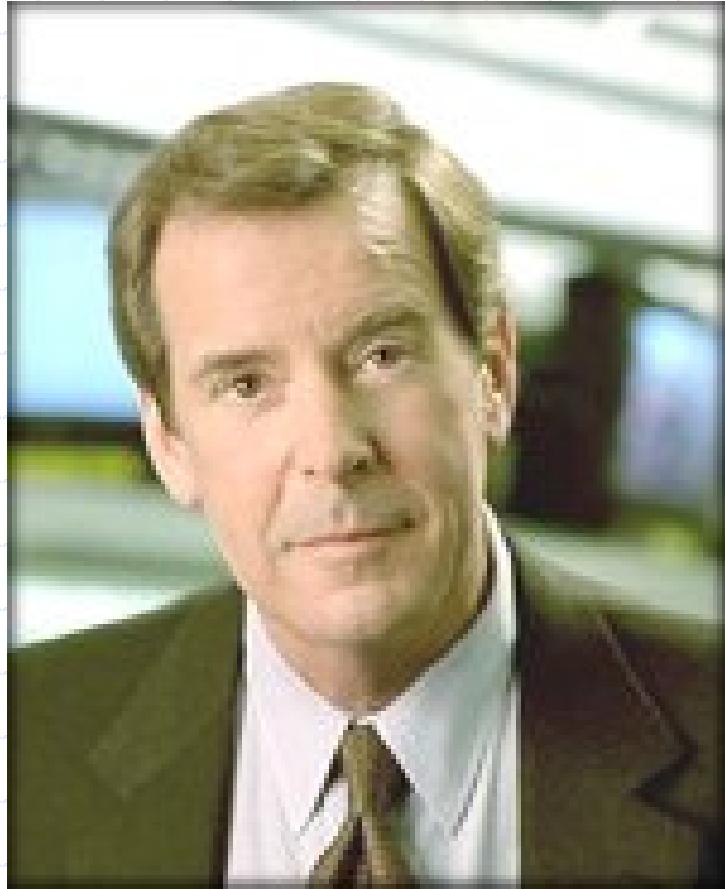
Informative vs. Persuasive Speeches

- ◆ Informative speeches are *non-controversial*
- ◆ Informative speaker does not intend to change audience attitudes



Types of Informative Speaking

- ◆ By content
- ◆ By purpose
- ◆ Objects
- ◆ Procedures
- ◆ People
- ◆ Events
- ◆ Ideas



Informative Speeches by Content

- ◆ Your speech can inform based on:
 - Objects
 - Processes
 - Events
 - Concepts
 - ◆ Intangible ideas, beliefs, theories or principles



Informative Speeches by Purpos



- ◆ Your speech can inform based on:
 - Descriptions
 - Explanations
 - Instructions

Informative speech about objects



- ❖ Simple, straightforward speech
 - Example: cello, digital cameras, stamp collection
- ❖ Time limit determines the amount of detail one can share

Informative speech about Procedures

- ◆ Describes how something works or a process that produces a particular outcome
- ◆ Example: how to surf, refinish furniture
- ◆ T. E. A. C. H.



Informative speech about people

- ◆ Biographical
- ◆ No need to tell everything about a person; Relate information to a specific purpose

More Informative Speech Topics

- ◆ Presentations about Events
 - Waterloo, World War I milestone
- ◆ Presentations about Ideas
 - Example: time management, evolution, freedom of speech

Techniques of Informative Speaking

◆ Informative Purpose Statement

- Precedes a thesis statement
- In one sentence asks:
 - ◆ What is your speech going to do?
 - ◆ What will the audience walk away with?



DEFINITION SPEECH

Sample specific-purpose statements for definition of speech

- ◆ To explain to my listeners the meaning of feminism in modern America
- ◆ To explain to the audience my definition of an ideal marriage
- ◆ To define astrology for my listeners
- ◆ To explain to my audience what constitutes true intelligence

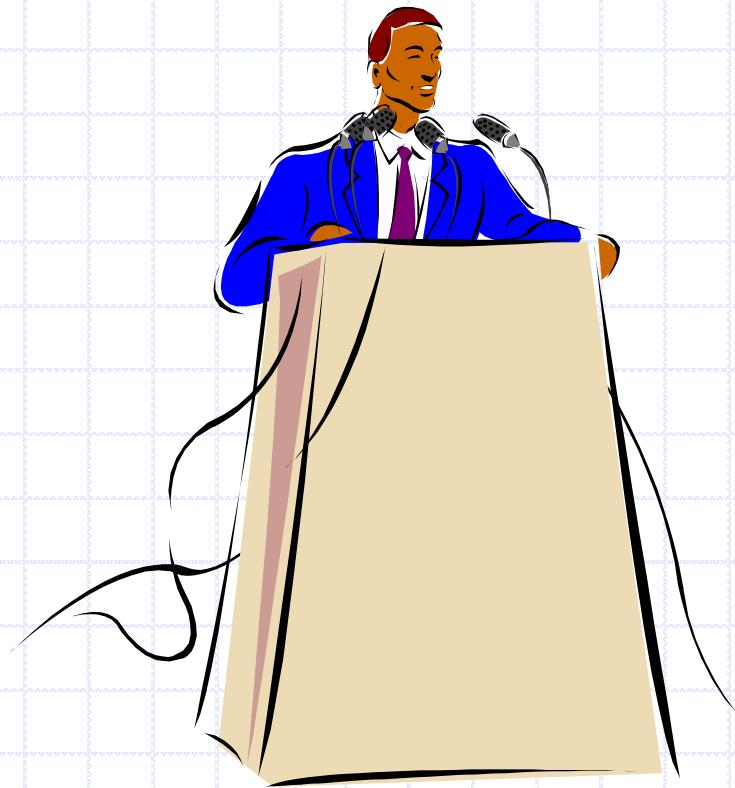
Define a topic: compare or contrast it with a similar item

- ◆ Specific purpose: to explain to my audience what constitutes child abuse
- ◆ Central idea: Child abuse, unlike firm discipline, damages a child's emotional growth
- ◆ Main points.....



Define a topic: break it down into logical subtopics

- ◆ Specific purpose: To explain to my audience the wide range of diversity among mentally retarded people
- ◆ Central idea: The mentally retarded people are a diverse group, ranging from the mildly retarded, who are capable of holding jobs, to the severely retarded, who require constant care
- ◆ Main points.....



DESCRIPTION SPEECH

Specific-purpose statements for description speech

- ◆ To tell my listeners how a tornado looks, sounds, and feels
- ◆ To describe to my listeners the Pearl Harbor event
- ◆ To inform my audience about living conditions in an old folks' home
- ◆ To describe to my audience the highlights of the life of Margaret Thatcher

Describing an object or place: use the spatial pattern of organization

- ◆ Specific purpose: To inform my listeners about sales of Digi-tel Computers
- ◆ Central Idea: Sales of Digi-tel Computers have grown in every region of the country
- ◆ Main points
 - Sales are strongest in the Eastern Zone
 - Sales are growing at a rate of 10% quarterly in the Central Zone
 - Sales are up slightly in the Mountain Zone

Describing an event or a person: use the chronological pattern of organization

- ◆ Specific purpose: To inform my listeners about the development of the Internet
- ◆ Central Idea: The Internet evolved from a small network used by scientists into a vast system of networks used by billions of people around the globe
- ◆ Main points
 - The Internet was first conceived in 1962 as ARPANET to promote the sharing of research among scientists in the U.S
 - In the 1980s a team created TCP/IP, and the Internet as we know it was born
 - At the end of the Cold War, ARPANET was decommissioned and the World Wide Web made up the bulk of Internet traffic
 - The Internet celebrates its 25th anniversary with 10m people connected.

Describing an event or a person: use the topical pattern of organization

- ◆ Specific purpose: To inform my listeners about career prospects in Chicago
- ◆ Central Idea: Chicago is an excellent place to establish a career
- ◆ Main points
 - Economic stability
 - Cultural variety
 - Accessible transportation

Describing a process

- ◆ Show the listener how to perform a process
 - How to make a video for You Tube
- ◆ Provide information on how something is done, or how something works
 - How DNA evidence is collected and used by crime investigators

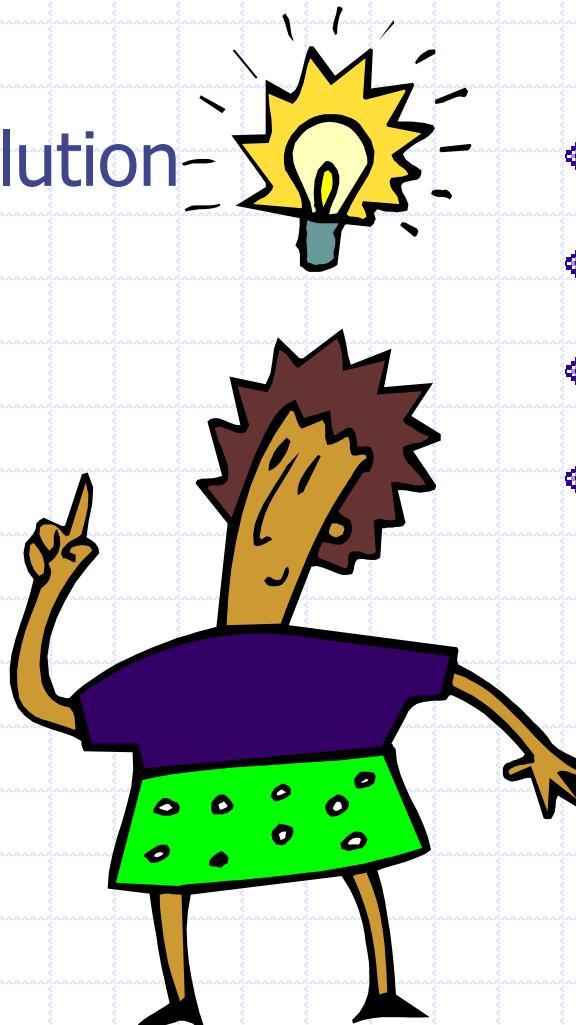
At the top of your outline...

- ◆ General Purpose: To inform
- ◆ Specific Purpose:
.....
- ◆ Central idea:
- ◆ Main points



Practice

- ◆ Water pollution
- ◆ Snakes
- ◆ Airplane
- ◆ Wedding



- ◆ Teen crime
- ◆ Leadership
- ◆ Recruitment
- ◆ Fruits

Techniques of Informative Speaking, cont.

◆ Create information hunger

- Give the audience a reason to listen to and learn from your speech



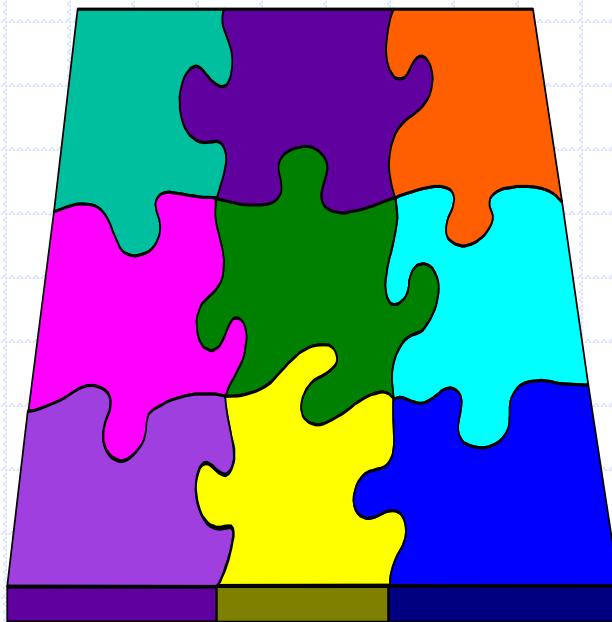
Techniques of Informative Speaking, cont.



◆ Make it easy to listen

- Watch for information overload
 - ◆ Choose 3 to 5 main ideas
- Use information and examples that connect to the audience
- Use simple information and build up to complex ideas

Techniques of Informative Speaking, cont.



- ❖ Emphasize important points
 - Repetition
 - ◆ Rewording of important points
 - Signposts
 - ◆ Words or phrases that emphasize the importance of what you are about to say

Techniques of Informative Speaking, cont.

- ◆ Make the message clear
 - Be aware of what you intend to communicate
 - ◆ Would this message sound clear to you if you heard it for the first time?



Techniques of Informative Speaking, cont.

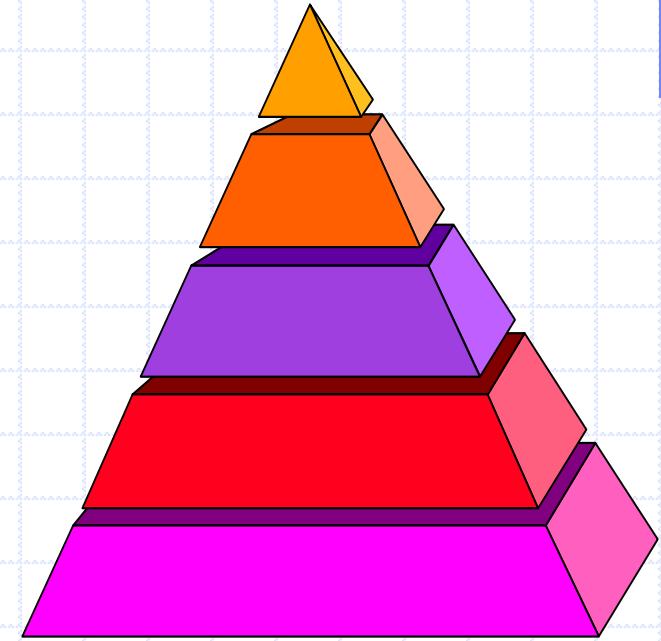
- ◆ Make the presentation interesting
 - Relate to your listeners interests
 - Create interesting presentation aids
 - Use humor
 - ◆ Use humor to make a point
 - ◆ Make yourself the butt of the joke
 - ◆ Use humorous quotations



Organization & Structure

◆ Introduction (tell what you're going to say)

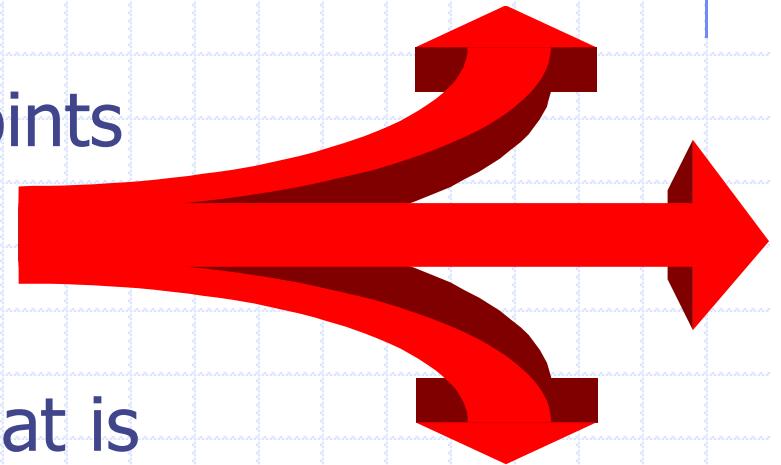
- Establish audience interest and attention
- Preview thesis/purpose statement
- Preview main points



Organization & Structure

◆ The Body (say it)

- Limit division of main points to 3 to 5 subpoints
- Use good transitions
- Order points in a way that is easy to understand and remember



Organization & Structure



- ◆ The conclusion (tell what you've said)
 - Review main points
 - Remind audience why the subject is important to them
 - Provide the audience with a memory aid

Organization & Structure



- ◆ Generate audience involvement
 - Definition: level of commitment and attention that listeners devote to a speech
 - Tips:
 - ◆ Personalize your speech
 - ◆ Use audience participation
 - ◆ Use volunteers
 - ◆ Have a question and answer period