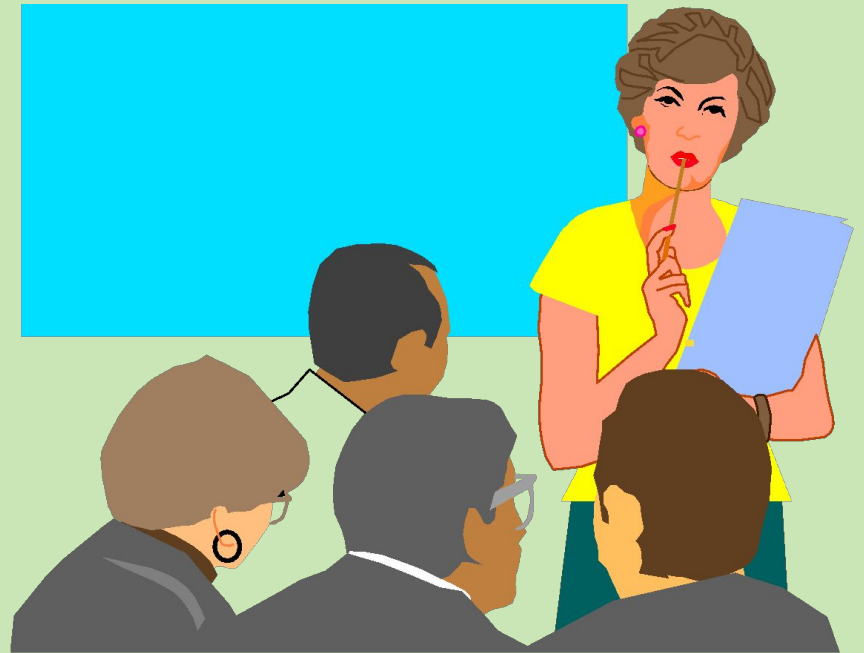


Informative Speeches



Chapter Thirteen



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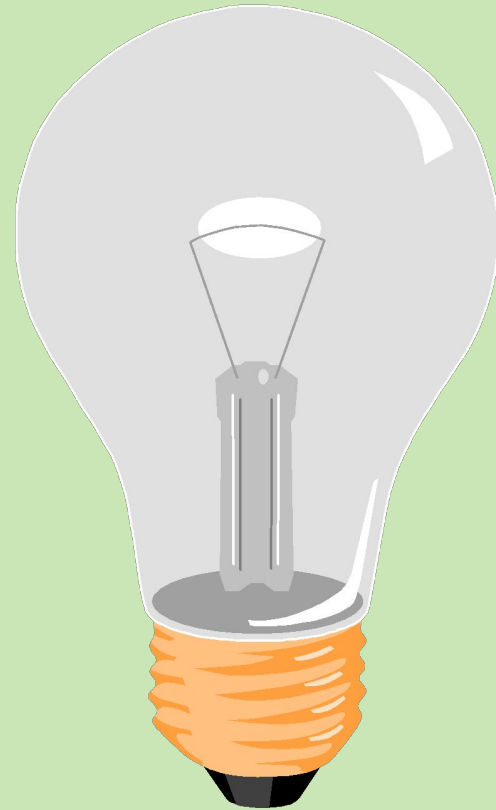
Informative Speaking Goals and Strategies



- Building Understanding and Awareness
- Audience Analysis
- Strategies for Presenting Information*

Informative Speaking Goals and Strategies: **Building Understanding and Awareness**

- Before we can retain information, we must be able to recognize and understand it.



Informative Speaking Goals and Strategies:

Audience Analysis

- As in all types of speeches, an understanding of the audience and the factors affecting it are critical to delivering an effective informative speech.
- It is crucial that you consider the audience and context when preparing a speech.
 - What do your listeners want to know?
 - What does the context require?*

Informative Speaking Goals and Strategies:

Audience Analysis

- **Defining Information:**
 - *operational definition*- describes something by explaining what it does.
 - *definition by negation*- describes something by explaining what it is not.
 - *definition by example*- provides example of subject.
 - *definition by synonym*- describes by comparing to another term.
 - *definition by etymology*- describes by explaining the roots of the term.*

Informative Speaking Goals and Strategies: **Audience Analysis**

- Describing Information:
 - explaining information
 - demonstrating information



Types of Informative Speeches

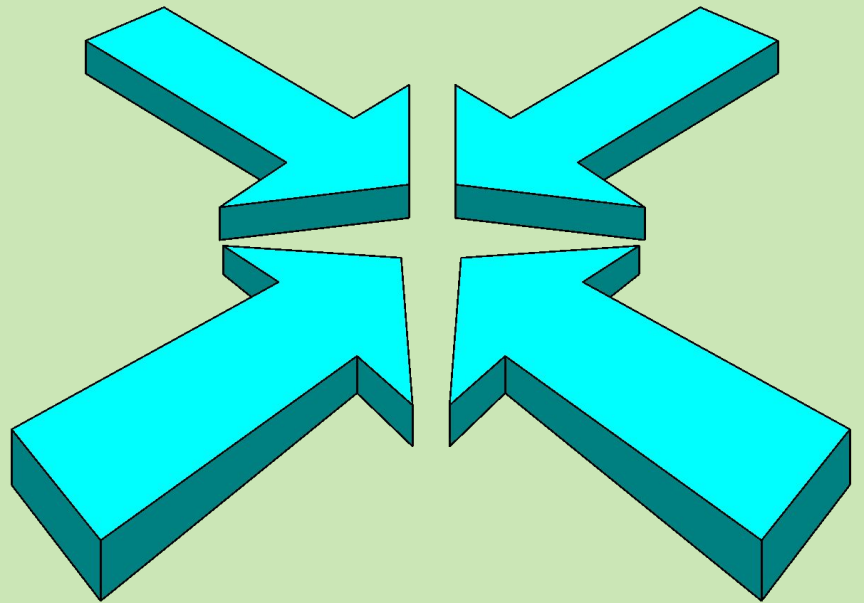


- Speeches about Objects
- Speeches about People
- Speeches about Events
- Speeches about Processes
- Speeches about Concepts
- Speeches about Issues*

Types of Informative Speeches:

Speeches about Objects

- Discussion of anything that is not human, including both animate and inanimate objects.*



Types of Informative Speeches:

Speeches about People



- Discussion of historically significant individuals and groups, those who have made contributions to society, or those who we find compelling.*

Types of Informative Speeches:


Speeches about Events

- Discussion of noteworthy occurrences, past and present.*



Types of Informative Speeches:

Speeches about Processes

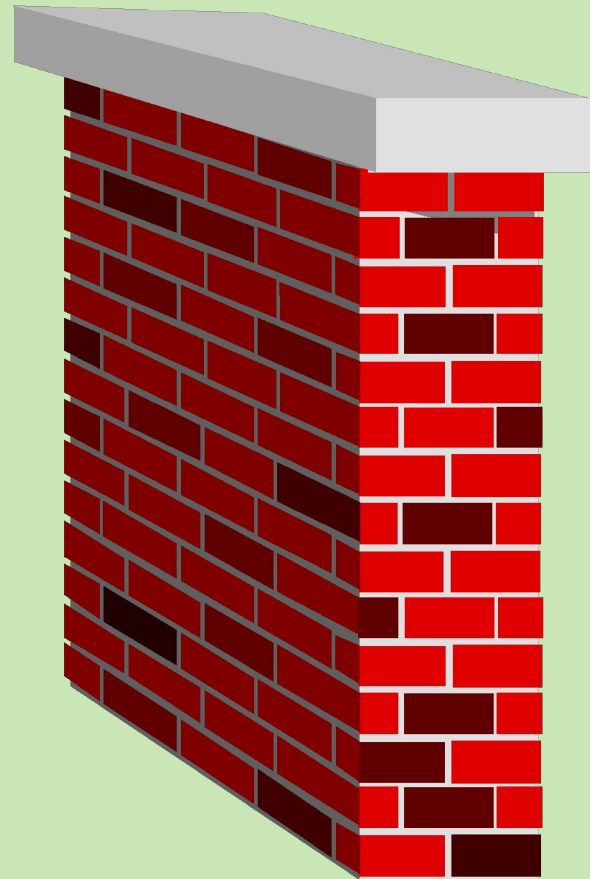


- Discussion of a series of steps that lead to a finished product or end result; how something is done, how it is made, or how it works.*

Types of Informative Speeches:

Speeches about Concepts

- Discussion of abstract or complex ideas or theories and an attempt to make them concrete and understandable.*



Types of Informative Speeches: **Speeches about Issues**

- Provide a report or overview of problems or issues in dispute in order to increase understanding and awareness.*



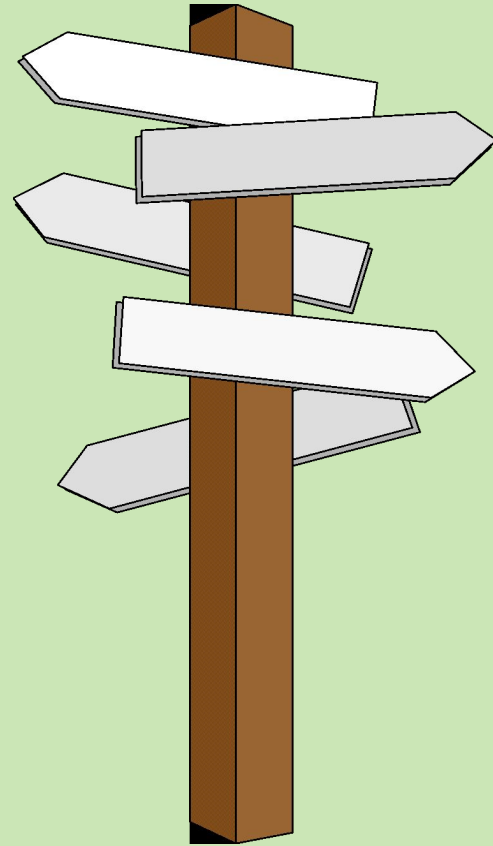
Organizing the Informative Speech

- Chronological and Spatial Patterns
- Topical Pattern
- Cause-Effect Pattern
- Problem-Solution Pattern*

Organizing the Informative Speech:

Chronological and Spatial Patterns

- *Chronological pattern*-arrangement of main points illustrates a sequence of time.
- *Spatial pattern*-arrangement of main points illustrates direction relative to one another.*



Organizing the Informative Speech:

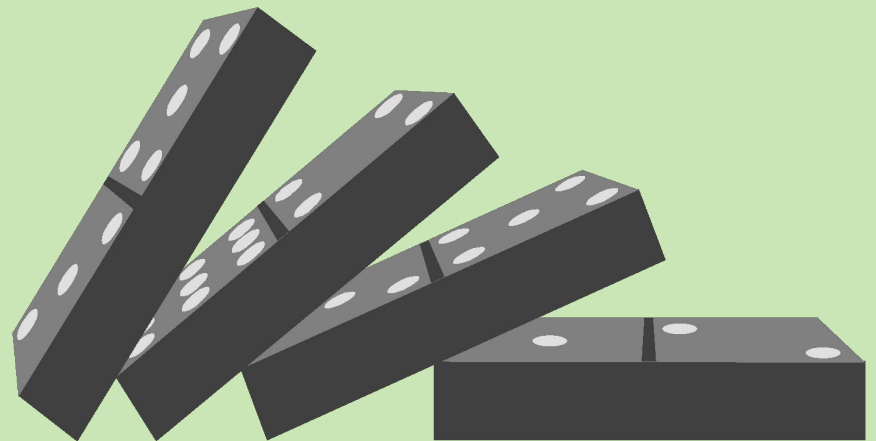
Topical Pattern



- The main points of a topic are of relatively equal importance and can be presented in any order relative to the other main points without changing the message.
 - most commonly used of all patterns.*

Organizing the Informative Speech: **Cause-Effect Pattern**

- The main points are arranged to reflect a cause-effect relationship.
 - Generally used with speeches about issues, processes, or events.*



Organizing the Informative Speech:

Problem-Solution Pattern



- The main points are arranged to demonstrate the nature and significance of a problem and then to provide justification for a proposed solution to the problem.*

Tips for Effective Informative Speeches



- Strive for Balance
- Define Your Terms
- Emphasize the Topic's Relevance to Your Audience
- Reinforce Your Message through Repetition
- Relate Old Ideas to New Ones
- Present New and Interesting Information
- Strive for Clarity
- Use Visualizations
- Incorporate Presentation Aids*

Tips for Effective Informative Speeches:

Strive for Balance



- When planning a speech, critically evaluate the amount of content you will include with other important speech elements, such as a solid introduction and conclusion and effective transitions.*

Tips for Effective Informative Speeches:

Define Your Terms

- If you are at all unsure of whether audience members will know the meaning of a term, define it in the speech.*



Tips for Effective Informative Speeches: **Emphasize the Topic's Relevance to Your Audience**

- Demonstrate to your listeners how they can use the information you are giving and how that knowledge will be beneficial to them.*



Tips for Effective Informative Speeches:

Reinforce Your Message through Repetition

- Repeating key words or phrases at various intervals creates a distinctive rhythm and thereby implants important ideas in listeners' minds.*

Tips for Effective Informative Speeches:

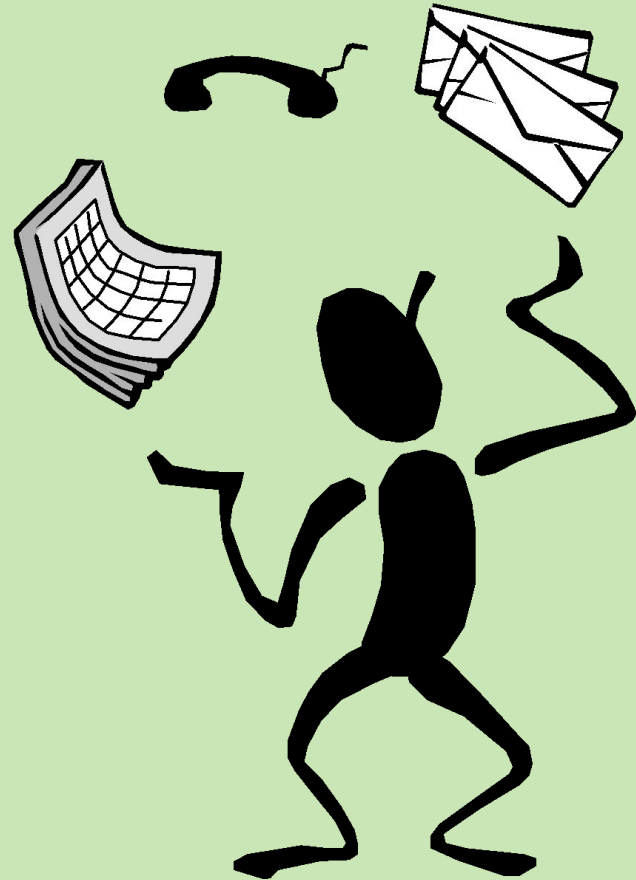
Relate Old Ideas to New Ones



- Draw comparisons to concepts with which audience members are familiar, so they can better understand the information you are giving.*

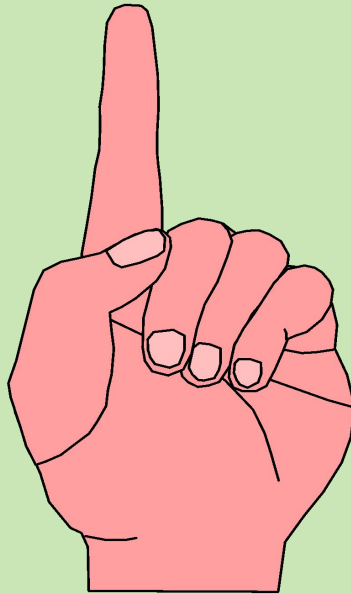
Tips for Effective Informative Speeches: **Present New and Interesting Information**

- As you research your informative speech, try to uncover information that is fresh and compelling.*



Tips for Effective Informative Speeches: **Strive for Clarity**

- Tell the audience exactly what you want them to get out of the speech.*



Tips for Effective Informative Speeches:

Use Visualization



- Visualization is an effective way to ensure that audience members have a solid grasp of what you are talking about before moving on to the next point.
- Visualization helps build interest.*

Tips for Effective Informative Speeches:

Incorporate Presentation Aids



- Informative messages that are visually and otherwise reinforced with objects, models, pictures, graphs, charts, video, audio, and multimedia are often more understandable and believable than those that are simply verbalized.*