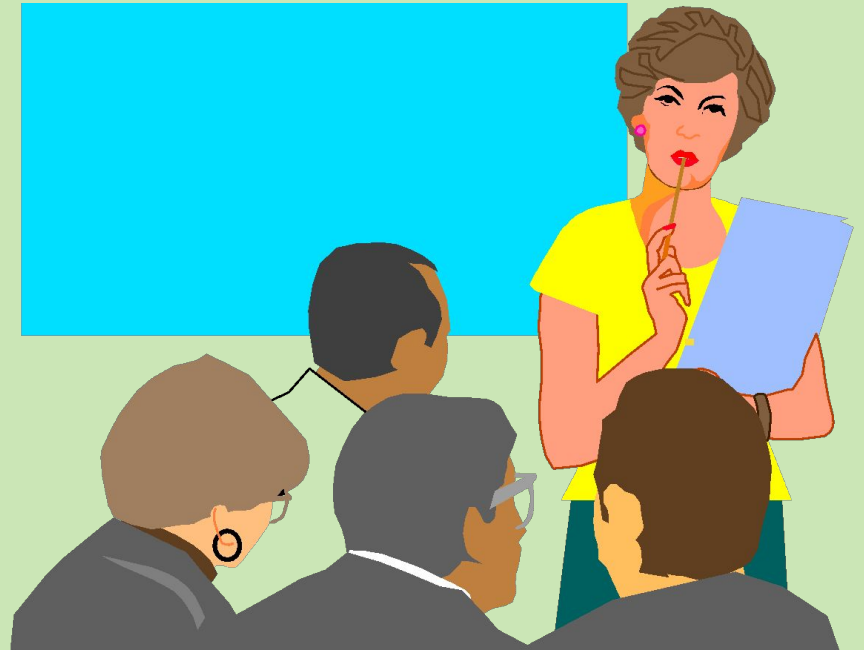


# Informative Speeches



# Chapter Thirteen



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- Informative Speaking Goals and Strategies
- Types of Informative Speeches
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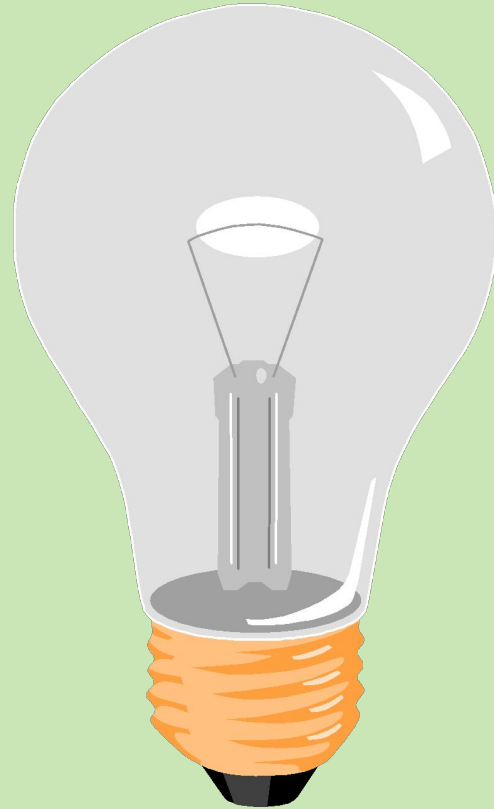
# **Informative Speaking Goals and Strategies**



- 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**



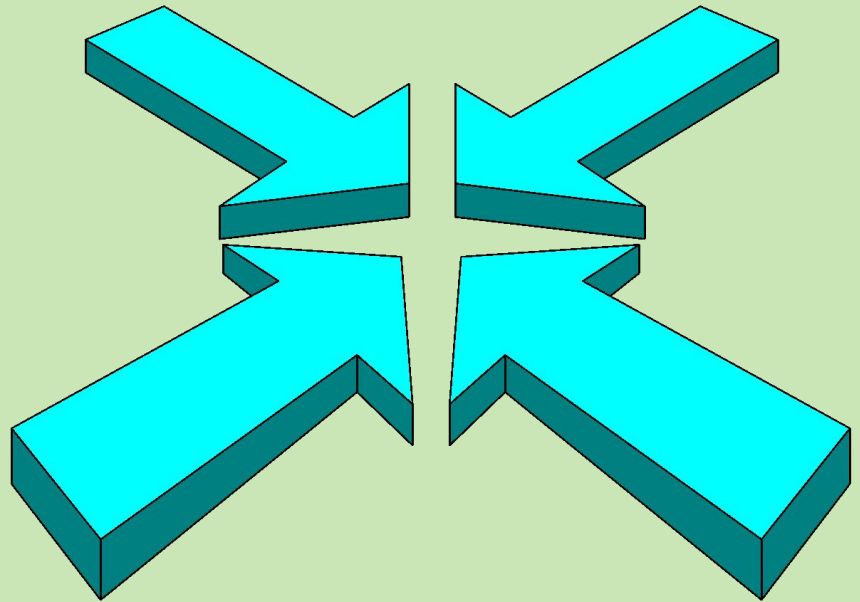
- Speeches about Objects
- Speeches about People
- Speeches about Events
- Speeches about Processes
- Speeches about Concepts
- Speeches about Issues\*



# ***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**

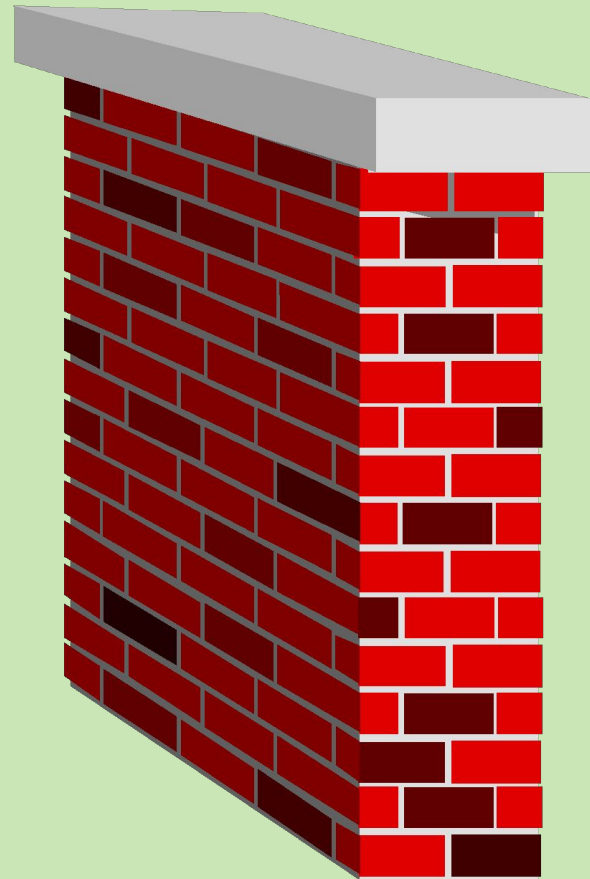


- Discussion of a series of steps that lead to a finished product or end result; how something is done, how it is made, or how it works.\*

# ***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**

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



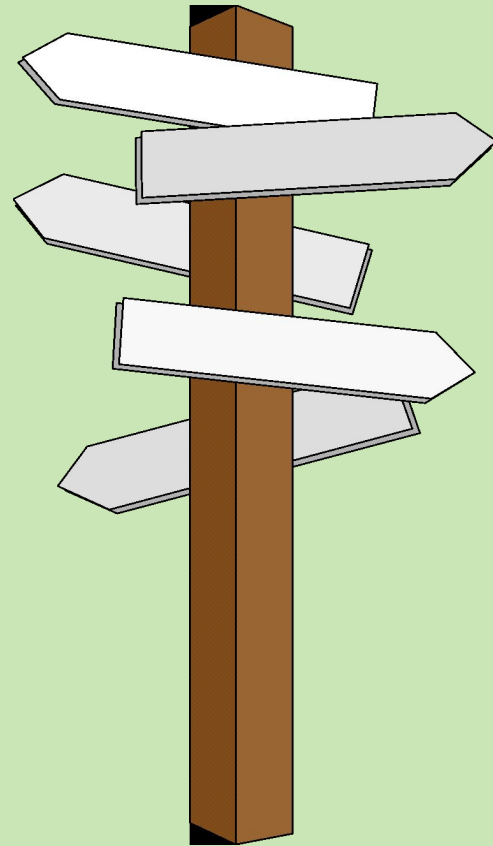
# **Organizing the Informative Speech**

- 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**

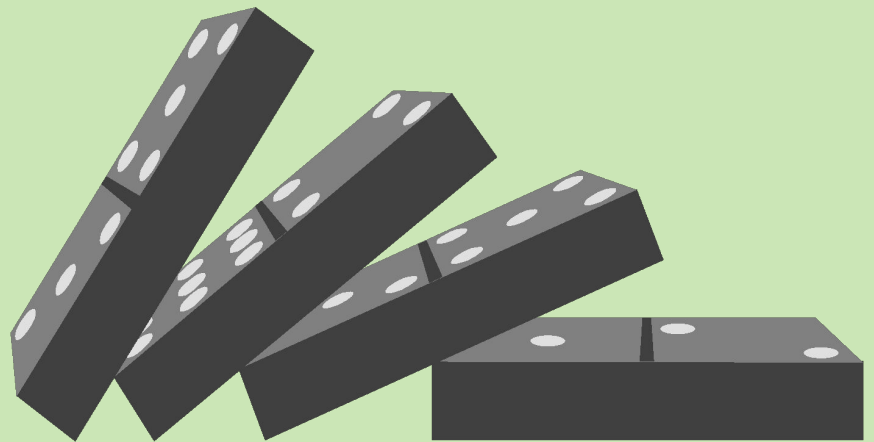


- The main points of a topic are of relatively equal importance and can be presented in any order relative to the other main points without changing the message.
  - most commonly used of all patterns.\*

# *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**

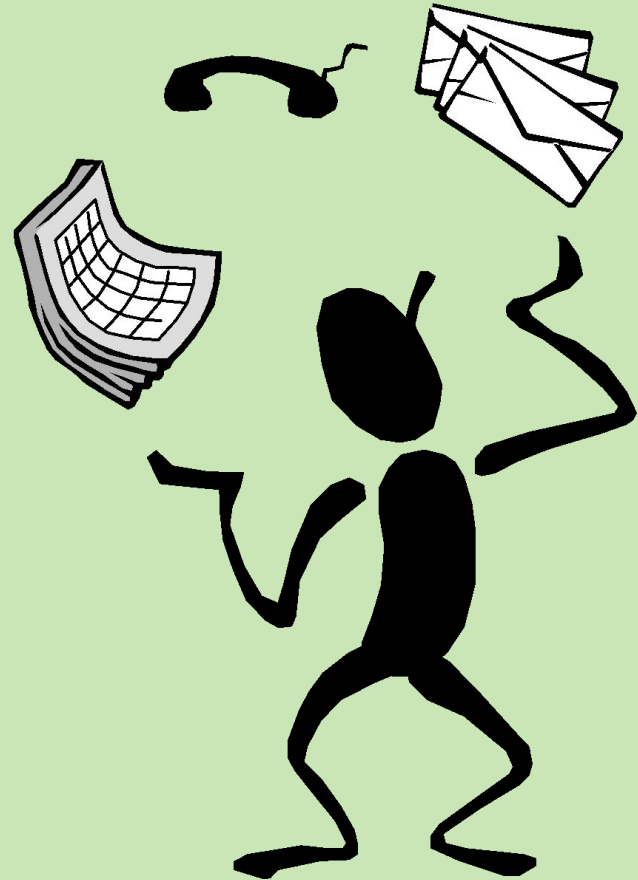


- Draw comparisons to concepts with which audience members are familiar, so they can better understand the information you are giving.\*

# ***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.\*

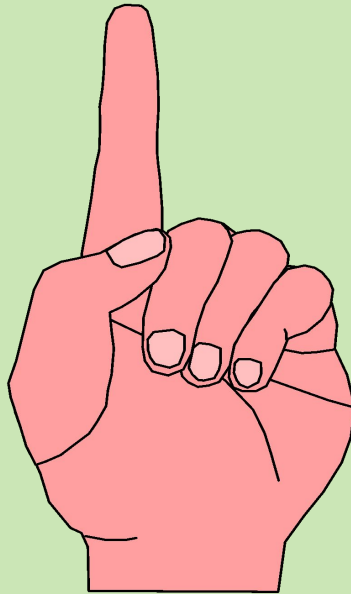


# ***Tips for Effective Informative Speeches:***

## **Strive for Clarity**

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- 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.\*