

Speech 2: Informative Speech

Ms. Price
Speech I

Due Date:

Type of Speech: Informative

Time Limits: 4-5 minutes

Audience: Group of interested peers

Assignment Summary: Your assignment is to conduct research and to incorporate it into an informative speech for your audience.

Purpose: Your first speech was designed to give you an experience in speaking in front of a group of people. For this speech, however, the purpose is to develop your professionalism as a speaker by focusing on speech structure, positive verbals & nonverbals, and credibility through research.

Objectives: In completing this assignment, each student will:

1. conduct scholarly research and learn to organize speech information.
2. use research to establish credibility.
3. verbally and correctly cite 5-7 (different) credible sources while speaking.
4. effectively use a visual aide while speaking.
5. become aware of his/her verbal and non-verbal messages while speaking.
6. complete a video evaluation after speaking (i.e. This speech will be videotaped and you will analyze your own verbals & non-verbals.)

Procedure: (Remember, you must prepare an outline for your speech. You need two typed copies of your outline: one for yourself and one for your teacher.)

1. Choose an **appropriate topic**; be sure to follow Ms. Price's guidelines & suggestions (<http://www.youtube.com/watch?v=LXzvhkLETBw>) for choosing an interesting topic that will truly INFORM. (i.e. If you're telling us all about something we already know about, you are NOT informing!)

Advice from Price:

Make sure that your topic is appropriate for the **PUBLIC FORUM**. That means:

- It must be an issue of significant public interest/value
 - It should be something that you believe your audience and society in general will benefit from knowing MORE about.
 - It cannot be trivial or merely personal.
- As you can see, these criteria rule out such things as cell phone plans or informing your audience of the dangers of not exercising or avoiding questionable hairstyles. While such topics may be personally interesting/relevant, they don't fit the criteria of a public forum topic.

If your topic is **controversial** (differences in belief about what is true), then you **MUST** present both sides equally. Your purpose is to INFORM, **not** persuade!

No matter how current your topic, if it's not **interesting** to this audience, you'll have trouble holding your audience's attention. Almost any topic can be made interesting to your audience members if you find a way to make it matter **to them**. Make sure you analyze your audience in advance of your speaking day. Never assume everyone cares as much as you do about your topic. You will need to convince us that your topic matters.

(Procedure, con't)

2. **Research** your topic; find information that will support your ideas and make you a credible speaker.
3. Create an **outline**. Make sure your introduction has an 1.) attention getter, a 2.) thesis statement, and a 3.) preview statement that sets up your speech's 3 main points. Make sure you have an adequate support for your thesis (in your main ideas) and a strong conclusion that ends memorably.
4. **Practice** aloud and often!