

The Informative Speech 200 points

There are many situations in which you must give a purely informative presentation. This speech is designed to give you experience in providing accurate, concise, clear, and interesting information to an audience. Remember that you are NOT trying to persuade your audience, so topics about which reasonable people could argue will not be appropriate for the informative speech.

The following are some guidelines that will help as you think about the speech.

General requirements:

The extensive outline of the speech must be handed in on the day assigned. This day is set at least one week before speaking begins so that the instructor can return the outline to you for correction. You must make at least a "C" on this outline to earn the right to give the speech. The outline must be typed and include references. The student must keep photocopies of all articles used which the instructor will request as needed.

Content:

- **6 to 8** minutes in length
- written to "teach" the audience something they didn't already know (75% of the content should be new to the audience)
- should NOT be persuasive, must not argue one side over another, CANNOT advocate a change of attitude, action, policy, etc. Many topic choices will not involve any significant conflict.
- Must have **8** sources to support the speech, **6** of which should be orally cited in the speech. The sources should primarily be "Nationally published" (i.e. time magazine) or "peer reviewed" (i.e. journal of nursing) with no more than **2** from WWW sources.
- must ORALLY CITE sources of the information (this includes a brief mention of author, date, with name and credibility of source where information was found (i.e. According to Jones, the head of Pediatrics at Vanderbilt University, in the Nov 1993 Time magazine.....))
- For most topics it is STRONGLY recommended that you use periodicals rather than books or internet content as your sources.
- Must have a visual aid that helps the audience UNDERSTAND and REMEMBER the most difficult material in the speech.
- Must be worded for CLARITY and UNDERSTANDING

Organization:

Must have a clear intro, body, and conclusion

- INTRO should include: Gain the attention of the audience, make the specific goal apparent and relevant to audience, establish your credibility, state the thesis of the speech clearly, preview the main points, and provide transition to the body etc.
- CONCLUSION should include: restatement of main points and thesis, give the listeners something to remember with memorable close.
- BODY should include:
 - Must have clear and understandable main points (2-5 main points)
 - Must "signpost" the main points (enumerate/identify points as they get to them)
 - Must use transitions between main points effectively
 - Material within each point must be logically organized

Delivery:

- The speaker should look & sound interested in the topic
- The speaker should maintain eye contact with the audience
- Note cards may be used, but the speech should not be read
- The speaker should use vocal variety
- The speaker should appear confident & poised
- The speaker should use meaningful gestures

Visual Aids:

- Visual aid should have professional appearance
- Visual aid should create understanding
- The speaker should handle the visual aid well