

Informative Speech (4-6 min)

Every day we find ourselves as audiences of “informative” speaking: we watch politicians, protestors, news reporters, cooking demonstrations, orientations, classes, workshops, or even tour guides. In each of these situations, the speaker presents information. Informative speakers succeed when they are excited about the content, know it well, and make the subject interesting for the audience. To begin work on this speech read articles, watch speeches/talks and take notes of topics that interest you, that you are involved with, that you already know a bit about. Then, step back and ask,

“What can I say or do that will share my excitement and my knowledge with my audience?”

“How and why should the audience be interested in this?”

This speech’s purpose is first and foremost an informative one, but you must also engage the audience.

Steps:

1. Choose a subject area based on...

Something you love, a hobby, a talent, a special skill, a social rights issue or passion.

Examples: basketball, singing, women’s rights, website building, hip hop music, scuba diving, Paint Ball, Video Games, veganism, fitness, culture, special location...

2. Conduct Research on this topic and create a Bibliography in MLA format

You should consult a wide variety of sources: newspapers, magazines, journals, Internet websites, pamphlets, films, organizational materials, etc.

Do not rely solely on your experience to provide the content of the speech.

Gather statistics, stories, examples, illustrations, images, case studies, etc.

3. Adapt the topic and information to the audience.

Ask the question, “Why should the audience be interested in this?”

Your Introduction should reflect the speech’s benefits to the audience.

4. Solid outline with clear Introduction (beginning), Body (middle) and Conclusion (end)

5. Supporting Slide Show presentation

6. Include at least **3** different kinds of support materials from **2 types of sources**.

Learning Outcomes:

- You will conduct library research
- You will support a clear thesis (Introduction) statement
- You will utilize at least **3 sources, from 2 different kinds of support material** (article, book, video...) and cite them using MLA format in a **Bibliography**
- You will organize the speech with a clear structure including a **Slide Show** presentation (PowerPoint, Prezi, Keynote...)
- You will deliver a dynamic presentation with proper grammar, pronunciation, eye contact, and other nonverbal communication