

**Informative Speech Assignment**  
**SPE 100 – Tulloch**

**Critical Steps:**

- I. Select a subject area. You should:
  - A. Provide a genuine contribution of knowledge to the class (i.e. something they do not already know).
  - B. Select a topic of interest to yourself.
  - C. Select a topic of interest to your audience.
  
- II. Narrow the topic. You may:
  - A. Communicate new or unfamiliar information to your peers.
  - B. Extend on what your peers already know about something.
  - C. Update old information that your peers might have.
  
- III. Develop a clear thesis/residual message.
  - A. Indicate your purpose – to inform . . .
  - B. Consider audience analysis.
  
- IV. Research and identify supporting materials:
  - A. Include “concrete” facts: examples, illustrations, and instances.
  - B. Include “abstract” data: statistics and authority sources.
  
- V. Organize your speech:
  - A. Choose an appropriate pattern to organize the body of the speech.
  - B. Create a complete and effective introduction and conclusion.

**Assignment Guidelines:**

- I. Speeches will be presented in class.
  
- II. Your speech should be 5 minutes. I will give signals and stop you at 7:00.
  - A. The introduction should be about 1 minute.
  - B. The body should be between 3-4 minutes.
  - C. The conclusion should be between 30 seconds and 1 minute.
  
- III. The delivery should be extemporaneous in style. Significant points will be deducted if you are doing a manuscript reading.
  
- IV. A bibliography with at least five references is required. A minimum of **three** outside sources must be cited explicitly (“According to...”) in the speech; make sure to establish credibility for all sources (especially for sources found online).
  
- V. Required documents:
  - A. A typed, full-sentence outline of your speech
  - B. A reference list (MLA or APA)
  - C. An extemporaneous presentation speaking outline (keywords)



### **Informative Speech Assignment Checkpoints**

To help you prepare for the speech there are three assignment checkpoints along the way:

#### **Assignment One: Topic and Research**

DUE: 2/25 (Monday), in class

VALUE: 5 points

Submit a TYPED document containing:

- 3-4 sentences identifying the topic you've chosen. Explain (1) why you selected this topic and (2) why it would both interest and inform your audience.

- 3-4 additional sentences elaborating upon: (1) why the audience should care/listen (what's the payoff?); and (2) From what authority (positive ethos and credibility) do you speak about this topic?

- An initial reference list including two sources you might cite in your speech. Be sure to evaluate the quality of the sources. They should be credible, authoritative, expert, and/or scholarly references. Use MLA or APA format.

FYI: For your speech a minimum of five sources must be consulted. Three sources must be cited explicitly in your speech.

#### **Assignment Two: Full Sentence Outline**

DUE: Two days (48 hrs.) before scheduled presentation. Submit a Word document via blackboard.

VALUE: 15 points

Submit a full sentence outline. Please label the following parts in your outline and **bold each label**:

- All (5) parts of your introduction (attention getter, statement of speaker credibility, audience relevance, thesis/purpose statement, preview)
- Each transition within the body of the speech
- All source citations (as you would cite them orally in the speech)
- Each piece of supporting material (example, statistic, analogy, quotation)
- All parts of the conclusion (transition, summary, final appeal)

#### **Assignment Three: Self-evaluation**

DUE: Within two days (48 hours) of your presentation. Submit a Word document via blackboard.

VALUE: 5 points

Have a peer record your speech. View the speech and write a self-evaluation consisting of two paragraphs. In the first paragraph (2-3 sentences) describe the strengths of your speech. What did you do well? In the second paragraph (2-3 sentences) describe the weaknesses of your speech. What are the areas for

