

INFORMATIVE SPEECH OBJECTIVES

Speech Length: 5-7 minutes -- To be video taped

Objectives:

1. Develop an Informative speech topic.
2. Develop and Apply effective research and organizational skills in preparing a speech.
3. Analyze your Audience and adapt your message to your audience
4. Develop and Effectively use a Visual Aid to assist you in clarifying and supporting your ideas.
5. Practice delivery and presentation skills.
6. Inform, and teach your audience while creating understanding in your audience.

This speech is an informative presentation. Your goal is to inform and teach your audience about your topic. Focus on one type of informative speech: **OBJECTS, EVENTS, CONCEPTS, OR A PROCESS**. First and foremost -- **select a topic that is interesting to you**. It helps if you are knowledgeable on your topic, however, you can become knowledgeable on any topic through research. You want to also choose a topic that will be intellectually stimulating to your audience. **Always Consider your audience--every step of the way**. Use the Audience Centered Approach to public speaking. All Topics **MUST BE CLEARED WITH YOUR INSTRUCTOR AS SOON AS POSSIBLE!** I want to know ASAP what your topic is so that I can help you prepare. The sooner I know what your topic is the sooner I can help you. A good place to start is on the *Public Speakers' Web Site* on the *Speech Preparation Page*.

Gathering Information:

Hopefully, you will be knowledgeable on your topic already. However, part of your assignment is to find additional sources. You are "required" to have at least 4 sources. You are not an additional source. An interview (using your interview skills and a schedule) would be an excellent source and I encourage you to interview an outside source for your speech. There are many sources available in the Library and the Reference Librarians are waiting to help you find them. Include the sources that you will cite in your speech in your reference section. Please use complete citations. APA or MLA format is required for your citations. If you aren't familiar with these style of citations you can ask your local Librarian for clarification or you can find some excellent examples online.

Audience Analysis:

You will also gather information about your audience based on your topic. You will do this by putting together a questionnaire for each member of your audience. Chapter five in our Text will help in this area -- there is a good example of the types of topic specific questions you could ask on your own questionnaire. You will include in your questionnaire some demographic questions along with your topic specific questions. You will also include an opening and closing (very brief) on your questionnaire. For Example:

Opening: "My informative speech topic is _____. Please respond to the following questions so that I can better adapt my speech to you and our class. Please turn this questionnaire back to [your name]."

Closing: "Thank you for your time. Your responses will be very helpful in the preparation of my speech."

You can find more information on analyzing your audience, and an example of an Audience Analysis Questionnaire on the *Analyzing Your Audience* web page on *The Public Speakers'* web site:

<http://mauicc.hawaii.edu/stjohn/publicspeakers/analyzeaud.html>

Organizing and Outlining your Information:

You will outline the information that you want to present to your audience into an informative speaking preparation outline. This is a detailed preparation outline that we will discuss in class. Also available to you will be several outlining handouts including a sample outline, outlining guidelines, using connectives, a fill in the blank outline guide with all the labels and elements, and a checklist to help you prepare and organize your informative speech. **The final draft of the Informative Preparation outline is due on the due date in your schedule.** I strongly encourage you to start work on this process as soon as possible. I also encourage you to come by my office with a draft of your outline one month before the final is due so that I can give you feedback on your outline.

From your Preparation Outline you will develop a Speaking Outline. Your speaking outline is a "bare-bones" version of your preparation outline. You use the identical visual framework and same elements (Roman numerals, upper-case letters, Arabic numerals, and lower-case letters). You will not have as much detailed information on the speaking outline. You will use phrases, fragments and in some cases just one word. By the time you are ready to present your speech you will know your information so well that the speaking outline is just a guide to keep you on track. You will include visual cues in the speaking outline and the font will be at least 20 point. You will use ample space and create an easy to use speaking outline. This is the outline you will use to present from on speech day.

Visual Aids:

You will use a visual aid to assist you in clarifying and supporting your ideas during your presentation. A visual aid is used to clarify, support, and explain visually. It should not be the focal point of the presentation. Come up with the speech then think about the visual aid. We will talk about visual aids. There are many types of visuals to choose from: slides, graphs, charts, pictures (large enough), flip-charts, models, diagrams, PowerPoint, overheads, etc.... **DO NOT USE THE CHALKBOARD.**

Ten Tips for the use of visual aids (more information is available on the *Public Speakers' Page*:

1. Prepare visual aids in advance.
2. Use Dark ink, Broad tip pens, Large lettering.
3. Display where **ALL** can see.
4. Don't pass visuals among audience during speech
5. Explain visual aids clearly and concisely.
6. Make sure the visual aids are large enough.
7. Avoid distracting colors or pastel colors.
8. Keep them simple and clear Not cluttered.
9. Talk to the audience, not to the visual aid.
10. Practice several times aloud with your visual aid(s).

Informative Speech Materials to be turned in for points:

Audience analysis questionnaire is due _____ including one questionnaire for each classmate.

Final draft of preparation outline is due _____.

Speaking outline is due _____.

3 to 5 Peer evaluations will be done in class and given to the speaker. You must be present to evaluate your peers.

Self evaluation is due ASAP or no later than the scheduled due date after your speech. If you present your speech on the last day of speeches the self evaluations are due the following class day. **Late evaluations will not be accepted.**

Evaluations:

You will evaluate other speakers to help them improve, and to improve your own skills. Evaluation is an important part of this class. It is just as important to be in class when others are presenting as when you are presenting your speech. If you miss any day of presentations (yours or others) you will be penalized two fold -- you will lose points for the missed peer evaluation and points for attending presentations as class participation. **Please do not miss scheduled presentation days.**

You will also do a self evaluation of your own informative speech after viewing your videotape of your speech. This is your final opportunity in this class to write a clear, concise, comprehensive evaluation of your speech –make it count. The self evaluation of your videotaped informative speech is worth 40 points. It is a final summation of how you will take what you have learned from this class and apply it to your future personal and public speaking situations. Be very detailed in your typed responses to the following questions. I will **ONLY ACCEPT** a typed or emailed evaluation that is thorough, detailed, descriptive, comprehensive, clear, and concise and includes steps that you will take to improve for future speaking situations, and what you have learned in this class and how you have improved throughout the semester. Make sure that you include the question number with your response to the question on your typed/emailed evaluation.

1. **Identify and describe in detail at least four areas that you have improved in your informative speech from your other speaking opportunities (you have all improved in many more than four areas – identify at least four).**
2. **Describe how you have improved throughout the semester in this class, and if your improvement has helped you in other areas of life.**
3. **Describe, in detail, the areas you will improve your public speaking, AND EXACTLY HOW YOU WILL IMPROVE -- INCLUDE THE SPECIFIC STEPS YOU WILL TAKE TO IMPROVE your public speaking skills. Include a variety of steps you will take to improve in each area (To just “practice” is not a specific step – exactly how will you practice when faced with a speaking opportunity in the future? What steps will you take to prepare?).**
4. **Finally, I would like to know what you feel was the most valuable or helpful thing(s) and/or skill(s) that you learned from this class that will help you in future speaking situations or other areas of your life.**

Your Informative self-evaluations are due **NO LATER** than one class meeting after you present your informative speech. I will accept Email evaluations, however, you need to put your Name, Day and time of our class, and that it is an info self eval in the subject of the email (e.g., **Info Self Eval, Your Name, MW 10:30am**). I will only accept an email with these items in this order in the subject. I would prefer the evaluations on email and I will offer **5 Extra Points** if you include in your email a detailed response to the following question – **Extra Credit Question Via Email Only:**

Knowing what you know now what advice would you offer another student that will be taking this same course next semester?