

## Informative Speech Guidelines

### Objectives:

You will:

1. Construct a carefully formulated specific purpose statement and central idea/thesis statement suitable for an original 3-5 minute informative speech.
2. Conduct research to obtain appropriate supporting materials for your speech.
3. Develop an effective introduction and conclusion.
4. Develop effective transitions to create a logical flow within the speech.
5. Create a skeleton/working outline, formal/preparation outline, and keyword outline following the guidelines for effective outlining. (There are three (3) outlines required.)
6. Design and use a PowerPoint presentational aid that enhances the presentation of supporting material.
7. Deliver the speech using an extemporaneous (conversational) style of delivery.

### Overview:

Successful public speaking requires that the speaker appear knowledgeable about her/his topic. Speakers accomplish this by conducting thorough research and citing appropriate sources. The use of clear, accurate, and relevant presentational aids that help to make a point will also bolster the speaker's credibility.

When determining the appropriate support, consider which types of sources and forms of support your audience will value. Who are the authorities they respect? Are certain texts more reliable than others? Are examples more fitting than statistics? You will want to use more than one type of resource (books, journals, magazines, newspapers, interviews, Internet sites, etc.) and more than one form of support. You also will want to be sure that your sources are current. Remember that taking source material out of context to make a point other than that intended by the author is ethically questionable and should be avoided.

Organizing and outlining are intertwined skills involved in the strategic planning of a speech. Organized presentations are more effective and easier to understand than rambling discourse. Outlining assists both the development of a topic and the speech's presentation. Consequently, both skills are essential for a competent speaker.

Once you select and sufficiently narrow your topic, you should develop a specific purpose statement and a thesis. Based on the principles of outlining, the thesis should demonstrate your position or central/main idea. The main idea should be supported by the main points of the speech which also helps to organize the speech.

Audiences do not have the luxury of seeing the various notations, which indicate a presentation's organization. Therefore, an effective speaker must incorporate previews, transitions, reviews and other signals to indicate the movement from one particular part/idea of the speech to another. Oral organization techniques assist the listener's understanding and retention of your presentation.

Effective introductions frame the speech. They gain attention, develop speaker credibility (ethos), and aid the listening process by revealing the topic and previewing the body (organization) of the speech. In many respects and introduction may determine a speech's success! Similarly, conclusions summarize the presentation while creating a

sense of closure. Furthermore, they help the audience remember the essential message of the speech. Consequently, introductions and conclusions are vital components of effective speaking.

People absorb information through a variety of mediums. Skillful public speakers value presentational aids because they can clarify concepts that are difficult to grasp. Presentational aids must be clear, concise, and relevant. They must effectively represent a portion of the oral text in a manner that is beneficial to the audience. This requires appropriate design and utilization. Presentational aids cannot stand alone. Presentational aids are not self-explanatory. They must be effectively integrated into the oral presentation. Minimally, students must use a personally created presentational aid besides chalk boards and flip charts. Transparencies and PowerPoint are encouraged. Actual objects can be used in addition to (but not in replacement of) the personally created visual aid.

**CAUTION: DO NOT CREATE A POWERPOINT PRESENTATION IN WHICH YOU PUT YOUR SPEECH IN POWERPOINT FORMAT—THIS WILL NOT BE ACCEPTABLE AND MAY RESULT IN FAILING THE ASSIGNMENT!**

#### **Evaluation Criteria:**

Your speech will be graded according to the following requirements (also see your speech evaluation form).

1. The speech is an original 3-5 minute informative speech. (There will be penalties for failure to meet the time constraints.)
2. The speech is delivered using an extemporaneous style (delivered from a typed keyword outline) and not from memory or a manuscript. Speeches that are read to the audience will receive a failing grade.
3. The central idea/thesis statement captures the essence of the presentation.
4. The introduction effectively incorporates an effective introductory device to gain the audience's attention. The introduction also sets an appropriate mood or tone, reveals the central idea/thesis, establishes ethos, and previews the development/organization of the topic.
5. The speech uses effective oral organizational techniques, including previews, transitions, reviews, and other organizational signals.
6. The conclusion effectively summarizes the main points, creates a sense of closure through the application of an appropriate concluding device, and leaves a lasting impression.
7. The preparation outline conforms to the guidelines for proper outlining format.
8. A reference list of at least four (4) references is prepared using APA style and attached to the outline. See the sample outline format that follows the explanation of this assignment.
9. The presentation reflects careful research into the topic. Sources should be cited orally in the presentation. The references should reflect a range of materials (e.g. the sources may not come solely from magazine articles) and exclude general encyclopedia references, books of quotes, dictionaries and self-references.
10. The speech incorporates a presentational aid that is effectively designed and integrated into the presentation.
11. The speech's focus and purpose is sufficiently narrowed to provide a reasonable substantive discussion.
12. The purpose and coverage of material in your speech should respond to your audience's characteristics, attitudes, interests, values, knowledge, and needs in regards to your topic. The speech should demonstrate adaptation to this audience.