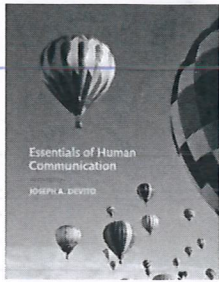


Essentials of Human Communication
Ninth Edition



Chapter 13
The Informative
Speech

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LEARNING OBJECTIVES

- 13.1 Paraphrase the suggested guidelines for informative speaking
- 13.2 Define and give examples of speeches of description, definition, and demonstration
- 13.3 Define examples, illustrations, narratives, testimony, numerical data, and definitions as supporting materials in informative speeches
- 13.4 Describe the varied types of presentation aids

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Guidelines for Informative Speaking
(1 of 3)

- 13.1 Paraphrase the suggested guidelines for informative speaking

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Guidelines for Informative Speaking
(2 of 3)

- **Center Information on the Audience**
- **Limit the Information**
- **Adjust the Level of Complexity**
 - The level of knowledge of the audience
 - The time available
 - The purpose you hope to achieve
 - The topic

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Guidelines for Informative Speaking
(3 of 3)

- **Relate New Information to Old**
- **Make the Information Easy to Remember**
 - Repeat or restate important points
 - Use guide phrases
 - Use internal summary transitions
 - Pattern your messages
 - Focus your audience’s attention

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Three Types of Informative Speeches
(1 of 4)

13.2 Define and give examples of speeches of description, definition, and demonstration

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Three Types of Informative Speeches
(2 of 4)

• **Speeches of Description**

– Explain an object, person, event, or process

– Examples:

- The structure of the brain
- The contributions of Thomas Edison
- The parts of a telephone
- The layout of Philadelphia
- The hierarchy of a corporation
- The components of a computer system

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Three Types of Informative Speeches
(3 of 4)

• **Speeches of Definition**

– Focus on defining a term, defining a system or theory, or pinpointing the similarities and/or differences among terms or systems

– Examples:

- What is a smart card?
- What is machismo?
- What is political correctness?
- What are the major beliefs in Confucianism?
- What is expressionism?
- What is the "play theory" of mass communication?

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Three Types of Informative Speeches
(4 of 4)

• **Speeches of Demonstration**

– Show the audience how to do something or how something operates

– Examples:

- How to give mouth-to-mouth resuscitation
- How to drive defensively
- How to mix colors
- How to ask for a raise
- How to burglarproof your house
- How perception works
- How divorce laws work
- How e-mail works
- How a hurricane develops
- How a heart bypass operation is performed

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Supporting Materials
(1 of 5)

13.3 Define examples, illustrations, narratives, testimony, numerical data, and definitions as supporting materials in informative speeches

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Supporting Materials
(2 of 5)

- **Examples, Illustrations, and Narratives**
 - An **example** is a relatively brief specific instance
 - An **illustration** is a longer and more detailed example
 - A **narrative** is longer still and is presented in the form of an anecdote or brief story
- **Testimony**
 - Form of supporting material consisting of experts' opinions or witnesses' accounts

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Supporting Materials
(3 of 5)

- **Numerical Data**
 - Useful for supporting a wide variety of statements
 - Suggestions for using numerical data of any kind:
 - Make the numbers easy to remember
 - Clarify your meaning using numbers
 - Connect numbers to something familiar
 - Reinforce your numerical data
 - Use numbers in moderation
 - Stress reliability
 - Stress currency

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Supporting Materials
(4 of 5)

• **Definitions**

- Explanations of terms and concepts that may not be familiar to your listeners; may be useful as a form of support in many types of speeches
- Ways to incorporate definitions into a speech include:
 - Define by etymology or linguistic development
 - Define by authority
 - Define by negotiation
 - Define by the actual object or by a picture or model of it
 - Define by operations

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Supporting Materials
(5 of 5)

• **Additional Forms of Support**

- Quotations
- Comparisons and contrasts
- Statements of fact or a series of facts
- Repetition and restatement

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Presentation Aids
(1 of 4)

13.4 Describe the varied types of presentation aids

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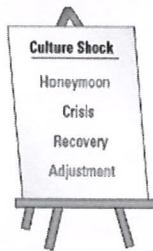
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Presentation Aids
(2 of 4)

- **Presentation aids:** visual or auditory means for clarifying ideas; can also be considered a form of supporting material
- **Types of Presentation Aids**
 - Object being discussed
 - Models
 - Graphs
 - Word chart
 - Maps
 - People
 - Photographs and illustrations

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Figure 13.2: A Word Chart



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Presentation Aids
(3 of 4)

- **Using Presentation Aids**
 - Know your presentation aids intimately
 - Pretest the presentation aids
 - Rehearse your speech with the presentation aids
 - Integrate presentation aids into your speech seamlessly
 - Avoid talking to your aids
 - Use your aids only when they're relevant

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Presentation Aids
(4 of 4)

• **Presentation Software**

- Computer-assisted presentations possess many advantages (from maintaining interest and attention to adding clarity and reinforcing your message)
- They can also give your speech a professional, up-to-date look, and in the process add to your credibility
- They show that you're prepared and that you care about your topic and audience

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Summary of Concepts and Skills
(1 of 2)

- When preparing informative speeches, observe the guidelines for informative speaking: Center the information on the audience, limit the amount of information, adjust the level of complexity, stress the information's relevance and usefulness, relate new information to information the audience already knows, and make the information easy to remember
- Speeches of description focus on or explain an object, person, event, or process
- Speeches of definition define important concepts and perhaps similarities and differences between concepts

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Summary of Concepts and Skills
(2 of 2)

- Speeches of demonstration explain how something operates or how to do something
- To make your ideas clear to your audience, use amplifying materials such as examples, illustrations, and narratives; testimony; numerical data; definitions; and presentation aids
- Presentation aids include a wide variety of audio and visual means to help you communicate your ideas and also to maintain interest and attention

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