Informative Speech

Freshman English / Mr. Zobel

Target

Understand the simple elements for preparation and delivery of a speech. Students will demonstrate proficiency by giving an informative speech.

Public speaking can be an exciting way of you to share what you know with others. Some speeches are designed so that the speaker can
* show an audience how to do something
* persuade the audience to think or do something
* share information with the audience.

Your speech will be an informative speech: a three (3) minute speech carefully designed to teach your audience about something you know well. This speech is not a demonstration speech; therefore, you should not show your audience how to do or make something.

During this speech unit, you will learn
* how to select a topic appropriate to the audience and occasion
* how to research for information about your topic
* how to organize your information
* how to write and deliver an interesting introduction
* how to write and deliver an effective conclusion
* how to develop and utilize an effective and appropriate visual aid
* how to write an outline.
Requirement: Students will present an informative speech in front of their classmates in order to satisfy the course requirement.

Standards

Time: two minutes and forty-five seconds to three and a half minutes in length.

Introduction: provides a “hook” that introduces the topic and briefly explains why the topic is of interest to the presenter. Memorized.

Body: two to three primary areas of interest (see “Topics” below)

Conclusion: reminds the audience why this topic is of particular interest to the presenter. Memorized.

Submission of material to the teacher consists of an outline on 3x5 note cards for the student’s use during the speech and a typed paper outline of the speech for the teacher’s reference during the speech.

Topic(s) Students will have a choice between three topics:

A children’s toy. The body of the speech will answer the questions, “It was invented by/when?” and “What is its value beyond entertainment?” Simple answers will not work. Each question must be expanded upon, through research, to complete a meaningful explanation of the toy’s value.

The student’s birth date. The body of the speech will explain important people or events that occurred on that date: past and present. Simple lists will not suffice. The student will utilize researched information. The student will use the information gathered to explore the data in an intriguing manner. All persons referenced will have exhibited honorable contributions to humanity.

A home appliance or workshop tool. The body of the speech will explore the object’s origin, development, improvements, and uses by a homeowner. The student will utilize researched information. The student will use the information gathered to explore the data in an intriguing manner.

Notes: (1) All topics chosen will be WHS acceptable. (2) No blood, guts, killing, maiming; no inappropriate situations. (3) This is not a demonstration speech, but a simple visual aid may be allowed. Ask for clarity from the teacher.

A Works Cited page will accompany the typed outline given to the teacher. A minimum of three sources must be cited.

Rubric

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Note cards</td>
<td>5</td>
</tr>
<tr>
<td>Typed paper outline, Works Cited page</td>
<td>20</td>
</tr>
<tr>
<td>Supported content for topic</td>
<td>25</td>
</tr>
<tr>
<td>Three minutes in length</td>
<td>25</td>
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<tr>
<td>Posture / Professionalism</td>
<td>10</td>
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<tr>
<td>Voice</td>
<td>10</td>
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<tr>
<td>Eye Contact</td>
<td>5</td>
</tr>
</tbody>
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Total ........................................ 100
Works Cited page
A Works Cited page will be created for this assignment. Entries are listed alphabetically by the author’s last name. You must assemble information on your topic from at least three (3) of the following categories. You may use a category more than once, but it only counts as one category.
- Book
- Periodical/Magazine
- Encyclopedia
- Internet article – World Wide Web site
- Product Box or Information Sheet that comes with the product

The Speech
An outline of your speech will be typed for a part of your overall grade.
3 x 5 note cards will be written and used by the student during the speech. They will also be submitted for a part of the overall grade.

Introduction
Many speech authorities consider the introduction the most important part of any speech. Listeners often base their opinions about a speech on their first impressions. There are four important steps to remember when introducing an informative speech.
1. Relevant to the speaking situation. Does your introduction fit your subject, your audience, the occasion, and your own style of speaking?
2. Involves the audience through positive emotional involvement. This allows your audience to think and participate mentally as you speak.
3. Establish your credibility in relation to your topic. Your personal interest should be strong and your grasp of the topic should be genuine.
4. Apply the topic to the audience. Explain how your topic touches the audience members personally.

Organize the Body of your speech
A good speech, like a good research paper, has a purpose and is well organized. The format of a speech is the broad plan or design of the speech. Below is the format for an informative speech.

Title
I. Introduction (memorized)
   A. Greeting
   B. Preview hook
II. Topic Interest Area One
   A. First Point
      1. Arrange information logically
      2. Support with data: examples, facts, opinions, statistics, examples, quotations.
   B. Second Point
      1. Arrange information logically
      2. Support with data: examples, facts, opinions, statistics, examples, quotations.
   C. Repeat this process as often as you need.
III. Topic Interest Area Two (repeat this process as often as you need)
   A. First Point
   B. Second Point
   C. Repeat this process as often as you need.
IV. Conclusion (memorized)
   A. Review
   B. Memorable statement or “Thank you” closing
**Conclusion**

Just as a speech should begin on a high note, it should also have a definite positive ending. It does not abruptly come to a stop. Important points to ask yourself when designing your conclusion are

* Relevant to the speaking situation
* Involves the audience
* Positive thinking by the audience
* Stimulate your audience

The same points that are important to the introduction are also important to the conclusion of your speech. A good conclusion will

* Review
  1. inform the audience you are about to close
  2. summarize the major ideas
* Include a memorable statement, leaving the audience with an idea to remember, or simply conclude with a “Thank you” for the audience.

**Delivery of Your Speech**

It is difficult for most people to stand and speak in front of any size of a group—especially their peers. Listed below are some helpful hints to remember, incorporate, and practice so you will feel confident when you present your speech.

1. Step up to speak with confidence
2. Establish your presence before you start
3. Establish eye contact with your audience before speaking
4. Begin without referring to your notes
5. Maintain contact with your audience
6. Sound conversational, not as if you were reading a brochure
7. Use short notes
8. Refer to your notes only occasionally
9. Avoid “ah,” “so,” “ya know,” “well,” “‘kay,” and more
10. Stop at the end of an idea; don’t hook sentences together with “and,” or “and ah.”
11. Maintain good posture. Stand up straight!
12. Appearance matters
13. Voice
   * volume: speak loud enough to be heard
   * rate: speak slow enough to be understood
   * enunciate: speak clearly
14. Go over your speech ten (10) or more times
15. Practice from your actual notes
16. Don’t write your speech word for word
17. Remember ideas, not words
18. Go over your speech mentally, before practicing it out loud
19. Push yourself through the entire speech for each practice
20. Use gestures sparingly
21. Audio tape or video tape yourself. Then LISTEN to the recording.
22. TIME your speech each time you practice it. The real speaking experience will seem like an eternity, but in reality it will actually be shorter in length of time.