

Chapter 12

Exploring Public Speaking, 4th edition

Open Resource Textbook for Basic Public
Speaking Course

Authors: Faculty of Dalton State College, Dalton,
Georgia

Overview

- What is an Informative Speech?
- Types of Informative Speeches
- Guidelines for Selecting an Informative Speech Topic
- Guidelines for Preparing an Informative Speech

What is an Informative Speech?

- a speech
 - based entirely and exclusively on facts and
 - whose main purpose is to inform
 - rather than persuade, amuse, or inspire
- Facts are statements that are irrefutable – cannot be argued
 - Must state them precisely
 - Should (almost) always substantiate (give sources)

What is an Informative Speech? (cont.)

- Informative speeches should not incorporate opinion as its basis
- Action could be the result of an informative speech but is not the goal of speaker

Types of Informative Speeches

- History
- Biography
- Processes
- Concepts
- Categories or Divisions

Types of Informative Speeches - notes

- History
 - Objects
 - Places
 - Ideas
- Processes – may not be able to take a dogmatic stance on every step
- Type of speech generally determines organization, with some freedom

Guidelines for Choosing Informative Speech Topics

- Pick a specific or focused topic
- Avoid false or faux topics
 - ones that are actually persuasive
 - Handle controversial topics (such as aliens or conspiracies) with care

Guidelines for Preparing an Informative Speech

- Avoid broadness
- Be accurate, clear, and interesting
- Keep audience diversity in mind

Group Informative Speeches

□ Panel –

- group of experts discussing topic in front of audience
- focus on discussion

□ Symposium –

- group of experts giving series of specific informative speeches on larger topic
- focus on individual speeches
- Question and answer session

If assigned a group informative speech

- Appoint a moderator
- A place for teamwork and consensus
 - Avoid a strong leader insisting on a topic
 - Be sure you don't overlap or someone "goes rogue" on their topic
 - Keep in contact with partners