INFORMATIVE SPEECH

Definition: An informative speech allows you to teach your audience something new. It can be something totally new to your audience, OR you can expand the knowledge base they currently hold on a topic by providing new information about the topic.

Be creative when selecting your topic. Consider your interests as well as those of your audience. Remember that your passion for a topic can heighten your audience’s interest. So be enthusiastic.

What you should learn: This assignment is designed so that you can:

- Practice using all the parts of a speech effectively
- Become a better consumer of information
  - Identify the types of supporting material (the guts of your speech)
  - Find and evaluate the usefulness of supporting material
  - Learn how to evaluate websites
- Cite your sources using
  - Oral citations
  - In-text citations
  - Full citation on a reference sheet
- Develop creative transitions
- Create effect language tools for your presentation
- Learn the types of visual aids and how to manage visual aids
- Enhance your delivery skills

Specific requirements can be found on the next page
INFORMATIVE SPEECH REQUIREMENTS

Informative Speech: 5-7 minutes
1. Must supply new information; something we do not already know

2. This presentation must be WELL RESEARCHED, DOCUMENTED, AND SUPPORTED

3. Each speech MUST be accompanied by TWO IDENTICAL typed doubled-spaced outlines. One is for you to speak from and the other is for me to follow along and grade.

4. You may speak from a key-word outline in which case you'll need to turn in a copy of your key-word outline as well as your full-sentence outline. NOTE: only one full sentence per notation (direct quotes excepted)

5. 3 SOURCE MINIMUM for a grade of C (5 sources for an A). Use current sources.
   a. All sources must be properly cited throughout your outline using APA “in-text” citations
   b. Include an APA reference page with all your sources
   c. Incorporate at least three proper ORAL citations

6. Each main point will be well supported with a variety of supporting material.
   facts definitions
   statistics testimony – expert, prestige OR lay
   examples analogies
   narratives

   REMEMBER: identify where each of these is in your speech by notation in the left margin of your outline. Failure to do so will result in a 3 point penalty

7. Your informative speech requires a minimum of four of the following language tools:
   Alliteration Inversion Personification
   Anaphora Metaphor Repetition
   Antithesis Onomatopoeia Restate
   Hyperbole Rhyme Simile
   Imagery

   REMEMBER: identify where each of these is in your speech by notation in the left margin of your outline. Failure to do so will result in a 3 point penalty

8. This speech requires a visual aid. Be sure to follow guidelines discussed in your text.
   NOTE: The whiteboard may NOT be used to write or draw a visual aid.

9. Remember to review the informative speech evaluation form. Your instructor will use this form to evaluate your presentation.
<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COMMİTTMENT</strong></td>
<td>_______/4</td>
<td>□ Dressed Professionally □ Maintained Professionalism &amp; Poise</td>
</tr>
<tr>
<td><strong>TOPİC: Choice &amp; Adaptaţon</strong></td>
<td>_______/4</td>
<td>□ Worthwhile and college level □ Well researched &amp; documented □ Shared NEW information □ Sufficiently narrowed □ Handled imaginatively □ Adapted to the audience &amp; held audience interest</td>
</tr>
<tr>
<td><strong>STRUCTURE &amp; CONTENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Introduction</td>
<td>_______/4</td>
<td>□ Used an effective attention getter &amp; sparked interest □ Related the topic to the audience □ Established speaker credibility</td>
</tr>
<tr>
<td>Thesis</td>
<td>_______/5</td>
<td>□ Thesis statement was clear and correct □ Main points were previewed</td>
</tr>
<tr>
<td>Body</td>
<td>_______/15</td>
<td>□ main points were clear &amp; organized □ main points about equal in length □ EACH main point adequately support by varied support material □ proper FULL ORAL citations provided (minimum 3) □ proper use of the “make-real” concept □ effective use of language tools (minimum 3)</td>
</tr>
<tr>
<td>Transitions</td>
<td>_______/4</td>
<td>□ appropriate FULL transitions given between each main point □ transitions were creative □ minor transitions used between sub-points</td>
</tr>
<tr>
<td>Conclusion</td>
<td>_______/4</td>
<td>□ restated the thesis □ recapped the main points □ creative &amp; fitting closing statement □ utilized the principle of closure</td>
</tr>
<tr>
<td><strong>DELLIVERİ SKILLS -- Vocal Style</strong></td>
<td>_______/15</td>
<td></td>
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<td></td>
<td>______</td>
<td>______</td>
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<td>------------------------</td>
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<td>---------</td>
</tr>
<tr>
<td>Volume</td>
<td>normal</td>
<td>loud</td>
</tr>
<tr>
<td>Rate of speaking</td>
<td>normal</td>
<td>fast</td>
</tr>
<tr>
<td>Vocal variation</td>
<td>expressive</td>
<td>average</td>
</tr>
<tr>
<td>Pronunciation &amp; Articulation</td>
<td>clear</td>
<td>weak</td>
</tr>
</tbody>
</table>

**Professional yet conversational style**
- ______ great
- ______ average
- ______ weak
- ______ missing

**ENTHUSIASM**
- ______ great
- ______ average
- ______ weak
- ______ missing

**Vocal fillers**
- ______ none
- ______ few
- ______ several
- ______ many

**DELIVERY SKILLS – Nonverbal Style**

- Eye contact
  - ______ effective
  - ______ limited
  - ______ insufficient

- Facial expression
  - ______ complementary
  - ______ average
  - ______ blank

- Posture & movement
  - ______ effective
  - ______ limited
  - ______ insufficient

- Gestures
  - ______ effective
  - ______ limited
  - ______ insufficient

- Note cards used unobtrusively
  - ______ yes
  - ______ needs work

**VISUAL AIDS**

- visual aid(s) were explained & enhanced the speech
- principles of design followed (review check list)
  - big enough, high quality, no collages, etc.
- visual aid(s) skillfully integrated into the speech (review check list)
- included visual aids for numbers / statistics / new or unusual words

**CORRECTED OUTLINE** provided before speaking

- ______/10

- outline typed and double-spaced
- proper outline format used
- thesis, pre-summary, and transitions verbatim
- left margin annotations: supporting material
  - ______ yes
  - ______ no (-2 points)
  - language tools
  - ______ yes
  - ______ no (-2 points)
- proper APA “in text” citations provided
- proper APA reference page attached

(failure to provide complete reference page = speech grade no higher than “D”)

Speech Grade ______/75
Corrected Outline Grade ______/10

IMPORTANT: Refer to your syllabus and your text regarding **over-riding grade deductions**. Some of these include:

1) deductions for reading your speech,
2) deductions for falling outside of the time limits by 30 seconds or more,
3) failure to cite your sources in any one or more of the following ways:
   a. oral citations
   b. typed in-text citations
   c. typed full citations (proper APA or MLA format required)
4) failure to speak on your assigned day