CHAPTER 12: INFORMATIVE SPEAKING

OBJECTIVE:

- To explain or describe facts, truth & principles in a way that stimulates interest, facilitates understanding and increase the likelihood of remembering.
- Design to educate audience.

Characteristic of Effective Informative Speaking

Intellectually stimulating

- New information that piques their curiosity & excites their interest.
- If your audiences are familiar with your topic - identify new insights
  - What your audience do not know.
  - Consider: depth: going beyond people’s general knowledge
    - Eg: people know basic recipe, show new ways to cook it.
    - Breadth: how your topic relates to associated topics
    - Eg: type 1 diabetes – physical effect, emotional effects, relational effects

Relevant

- Listener relevance link: show how your points are important to listener; throughout your speech.
  - Eg: how the information you share make them wealthier, healthier or happier.
- Compare unfamiliar topic with something audience are familiar with and relevant to their lives.
  - Eg: Relational effects of living with diabetes to other chronic disease such as heart disease.
Innovative ideas

- Comes from good research, time & productive thinking

Memorable

- Emphasize on specific goals, main ideas & key facts.

Diverse learning styles

- Develop your speeches in ways that address diverse learning.
  - Eg: people who prefer to learn through feeling; provide concrete & vivid images, examples & stories.
  - People who prefer learning with visual aids; provide them with appropriate facial expression & gestures.

METHOD OF INFORMING

Description

- Create an accurate, vivid, verbal picture of an object, geographical features, setting event, person or image.

Definition

- Method of explaining meaning of something.
- 4 ways:
  i. Define a word or idea
  ii. Explain its derivation or history
  iii. Explain its use or function
  iv. Use synonym
Comparison & Contrast

- Explain and inform how something is similar or different from others
  Eg: vegetarian vs non vegetarian

Narration

- Method of informing that recounts an autobiographical or biographical event
- Story telling – 4 parts
  i. Describe when & where the event took place.
  ii. Explain the sequence of events that lead to complication/conflict.
  iii. How complication/conflict affect the key people in the narrative.
  iv. How the complication/conflict are solved.

Demonstration

- Inform by showing how something is done.
- Displays stages of a process.
- Requires expertise, a hierarchy of steps & vivid language and presentational aids.
- You experience with what you are demonstrating.
COMMON INFORMATIVE FRAMEWORK

**Process speeches**
- Demonstrates how something are done.
- The steps: main point
- Concrete explanation: sub-point

**Expository speech**
- Provide carefully researched, in-depth knowledge about a complex topic.
- Requires speakers to use extensive research base