

The Informative Speech

Introduction:

Through reading Chapter 15 and class discussion, we know that the main purpose of an informative speech is to share knowledge. Unlike an explicitly persuasive speech, the speech to inform is organized so that the audience is mainly responsible for drawing a conclusion about the speech's meaning.

The Informative Speech is a 5-6 minute speech that should fall within one of the major speech types discussed in Chapter 15 (e.g., object, process, event, concept). It should also...

- I. Include a Specific Purpose Statement (see pp. 82-88)
- II. Have a clearly-defined Central Idea (see pp. 89-92)

Details:

1. All speeches are delivered from a typed key-word or sentence outline.
2. Print **two (2) copies** of the outline. Hand in one to the instructor before you speak. **Those failing to do so start with a grade of B.**
3. The time limit is 5-6 minutes for this speech. Infractions exceeding 30 seconds (over or under) will be penalized (generally 2 points for every five seconds).

Organization:

All speeches must have a clear introduction, body and conclusion. The introduction should indicate the speech's purpose - in this case, the subject about which you intend to inform the audience. The body contains the main points of your speech. The conclusion synthesizes the main points discussed.

NOTE: If you intend to use a visual aid, plan it as carefully as you do the speech itself. Give yourself enough time to prepare and practice using it during the speech. If you are unsure about it at this point in the term, discuss it with me first.

IMPORTANT:

NO SPEECH ON THESE TOPICS WILL BE GIVEN CREDIT FOR A GRADE.

- | | |
|------------------------|--------------------------------------|
| * abortion | * vegetarianism |
| * gun control | * sports/athletic team participation |
| * safe sex | * fraternity/sorority affiliation |
| * religious conversion | * animal rights issues |
| * travel destinations | * drunk driving |

GRADING CRITERIA

All Speeches: 100 pts. (**NOTE: Some criteria are specific to certain types of speeches. Only those criteria that apply to the speech type will be evaluated each round.)

99-100 = A+

94-98 = A

90-93 = A-

88-89 = B+

84-87 = B

80-83 = B-

78-79 = C+

74-77 = C

70-73 = C-

68-69 = D+

64-67 = D

60-63 = D-

59 > = F

The "C" Speech

The minimum requirements for the "C" speech are as follows. It must:

- * be your own work, with appropriate acknowledgements of outside sources
- * be delivered on the day assigned and stay within the established time limits
- * have a clear introduction, body and conclusion
- * be delivered extemporaneously, with appropriate language usage
- * meet the minimum technical requirements established for the Informative Speech assignment (type, function & organizational pattern)

The "B" Speech

This speech must meet the above criteria PLUS the Following. You must:

- * choose a challenging topic and demonstrate pre-speech analysis by adapting it to the audience
- * utilize a greater amount of outside research to support your topic
- * use language and transitions that demonstrate a more sophisticated command of speech organization toward maintaining the audience's interest
- * make a poised presentation with good delivery style

The "A" Speech

This speech must meet ALL the above criteria PLUS the following. You must:

- * demonstrate particular imagination and creativity in topic choice
- * show a high level of pre-speech analysis by demonstrating the particular relevancy of the topic to your audience (through supporting materials, etc.)
- * make particular use of creative language and organizational style
- * deliver a well-polished presentation that incorporates both verbal and non-verbal factors