

Informative Speaking

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EPA / Photoshot

- ▶ A speech whose goal is to explain or describe facts, truths, and principles in a way that stimulates interest, facilitates understanding, and increases the likelihood of remembering
- An informative speaker's goal is to achieve mutual understanding about an object, person, place, process, event, idea, concept, or issue

Characteristics of Effective Informative Speaking

- ▶ **Intellectually Stimulating** - information is new and piques audience curiosity
- ▶ **Relevant** - listener relevance links

Characteristics of Effective Informative Speaking (con't)

- ▶ **Creative** – innovative ideas
 - **Productive thinking**
 - **Rethink a topic, issue, or problem from many perspectives**
 - **Make your thought visible by sketching drawings, diagrams, and graphs**
 - **Set regular goals to actually produce something**
 - **Combine and recombine ideas, images, and thoughts in different ways**

Characteristics of Effective Informative Speaking (con't)

- ▶ **Memorable** – emphasize your specific goal, main points, and key facts
- ▶ **Diverse Learning Styles**
 - provide concrete, vivid images, examples, stories, and testimonials
 - Facial expressions and gestures
 - Definitions, explanations, and statistics
 - Have audience members do something

Methods of Informing

Chapter 12

- ▶ **Description** – method to create an accurate, vivid, verbal picture of an object, geographic feature, setting, event, person or image (easier with a presentational aid)
 - Size
 - Shape
 - Weight
 - Color
 - Composition
 - Age and condition
 - Spatial organization

- ▶ **Definition** – explaining the meaning of something
 - Define a word or idea by classifying it with similar words or ideas
 - Define a word by explaining its derivation or history
 - Define a word by explaining its function
 - Use a **synonym** or **antonym**

Methods of Informing (con't)

- ▶ **Comparison and Contrast** -focuses on how something is similar or different from other things
 - Can be figurative or literal
 - Use metaphors and analogies
 - Make direct comparisons

Methods of Informing (con't)

Chapter 12

► Narration

20Th Century Fox/Brinton, Monty/The Kobal Collection



The TV program *How I Met Your Mother* is an example of informing using the first-person narrative method. How does it capture and maintain audience interest?

- ▶ **Narration** – method that recounts an autobiographical or biographical event, myth, or other story
 - Four parts
 - Orients the listener
 - Explains the sequence of events
 - Describes how the complication or problem affected key characters
 - Recounts who the complication or problem was solved
 - Can be first-, second-, or third-person

- ▶ **Demonstration** – a method that shows how something is done, displays the stages of a process, or depicts how something works
 - Effective demonstrations require expertise, a hierarchy of steps, and vivid language and presentational skills

► Demonstration (con't)

PUBLIC SPEAKING IN THE REAL WORLD

Demonstration Advice from Sean Daly, Executive Chef

Sean Daly

Sean Daly is a successful executive chef and owner of Hugo Restaurant, a four-star establishment in Cincinnati, Ohio. He always dreamed of being the chef of his own restaurant. In his dreams, he envisioned himself working in the kitchen and creating wonderful food. But he never expected to spend so much time giving speeches! Not only does he constantly teach the other cooks and chefs who work for him, but he also promotes his restaurant by giving interviews to the media.

In addition, he averages one or two demonstration speeches a month (to culinary students, to gourmet chefs, and to lay audiences). He says it is always a challenge to figure out which parts of the process to prepare in advance and which parts to actually demonstrate. Then he must plan to discuss the aspects of the process not included in the demonstration. For example, if he has

pre-diced an onion he will sauté, he needs to explain how finely diced it should be and how the skillet has been pre-heating for ten minutes. Failure to incorporate this information can lead audience members to experience disasters when they try to replicate his recipe.

When asked what advice he would give to others in demonstrating a process, Daly cocked his head, grinned, and responded, “Work hard on preparation, and then just jump in!”



- ▶ **Informative Process Speech** –
 - Demonstrate how something is done, is made, or works
 - Delineate the steps and the order in which they occur
 - Some process speeches do not demonstrate, but may need visual or audiovisual aids to help the audience “see” the steps in the process

Informative Expository Speeches

Chapter 12

The goal of an **expository speech** is to provide carefully researched in-depth knowledge about a complex topic

- Require that speakers draw from an extensive research base
- Choose an organizational pattern best suited to the topic and goal
- Use a variety of informative methods to sustain audience attention aid in understanding
 - May be political, economic, social religious, ethical issues, historical events, theory, law, or creative work

- ▶ **Exposition of Political, Economic, Social, Religious, or Ethical Issues**
 - Background and sources of an issue
 - Present various positions on the issue
 - Reasoning behind the positions
 - Goal is to inform, not persuade

▶ **Exposition on Historical Events and Forces**

- Can be fascinating for its own sake
- Can be relevant to what is happening today
- Special obligation to seek out stories and narratives that can enliven your speech (reduce possibility of boredom)
- Analyze events and their impact on their times

Informative Expository Speeches (con't)

Chapter 12

Exhibit 12.3 **Topic Ideas for Expository Speeches About Political, Economic, Social, Religious, or Ethical Issues.**

gay marriage

affirmative action

climate change

media bias

gun control

immigration

genetic engineering

stem cell research

health care reform

school vouchers

digital remixing

home schooling

fracking

celebrity culture

Exhibit **12.4** **Topic Ideas for Expository Speeches About Historical Events and Forces**

Genocide

the Papacy

Irish immigration

women's suffrage

The Spanish flu epidemic

conquering Mt. Everest

Assassination of Martin Luther

King Jr

The Balfour Declaration

Gandhi and his movement

the colonization of Africa

building the Great Pyramids

the Industrial Revolution

the Ming Dynasty

the Vietnam War

the Crusades

space shuttle *Challenger* explosion

Informative Expository Speeches (con't)

Exhibit 12.5 **Topic Ideas for Expository Speeches About a Theory, Principle, or Law**

natural selection

Gravity

number theory

Murphy's Law

feminist theory

Social cognitive theory

The Peter principle

diminishing returns

Boyle's law

psychoanalytic theory

intelligent design

Maslow's hierarchy of needs

color theory: complements and contrasts

- ▶ **Exposition of a Theory, Principle, or Law**
 - Natural and human laws
 - Explain how phenomena affect us
 - Find material that explains a theory, law, or principle in language that is understandable to the audience
 - Examples and illustrations

▶ **Exposition of a Creative Work**

● Designed to explain creative works

- Poems
- Novels
- Songs
- Famous speeches
- Find information on the work and the artist
- Find sources to help understand the period in which the work was created
- Summarize and share a few memorable quotations
- Discuss critiques of the work

Informative Expository Speeches (con't)

Chapter 12

Exhibit 12.6 **Topic Ideas for Expository Speeches About Creative Works**

hip-hop music

Impressionist painting

salsa dancing

inaugural addresses

MLK JR. National Memorial

The Hunger Games trilogy

Van Gogh's *Starry Night*

the films of Alfred Hitchcock

Lady Gaga's "Paparazzi"

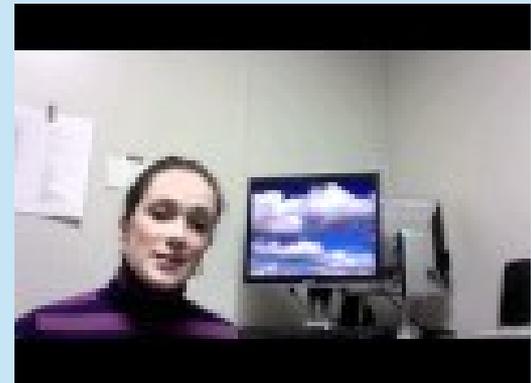
Kabuki theater

Iconography

Catcher in the Rye: a coming-of-age novel

Spike Lee's *Mo' Better Blues*

Informative Speeches Chapter 12



Right-click on the boxes to view the videos.

More Informative Speeches

Chapter 12



Right-click on the boxes to view the videos.

- ▶ Expository speeches

<http://www.speech-topics-help.com/expository-speech-topics.html>

- ▶ Descriptive language

<http://www.mtsac.edu/~jjenkins/desc.html>