

# 14

## SPEAKING INFORMATIVELY

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### What's To Come

- » Choosing a Method of Informing
- » Selecting and Framing the Topic
- » Honing Your Informative Speaking Skills

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### Choosing a Method of Informing

- » Informative speeches can define
  - Defining means providing the meaning of a word or concept
    - » Identify the denotative meaning
    - » Explain the connotative meaning
    - » Provide the etymology (origin of a word or phrase)
    - » Give synonyms or antonyms
    - » Define by example
    - » Compare and contrast definitions

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## Choosing a Method of Informing



» Informative speeches can describe

- Describing means using words to depict or portray a person, place, object, or experience

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## Choosing a Method of Informing

» Informative speeches can explain

- Explaining means revealing why something occurred or how something works
  - » Explanations should be clear and concrete
  - » Explanations should be as objective as possible



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## Choosing a Method of Informing

» Informative speeches can demonstrate

- Demonstrating means showing how to do something by doing it as it is explained
  - » When demonstrating a process, describe each step as you do it
  - » Be certain you can complete the demonstration within the time allotted



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## Selecting and Framing the Topic

- » Select a captivating topic
  - Issues: Race relations and the police
  - Events: 2016 presidential campaign
  - Places: Iceland
  - Objects: Comets
  - Concepts: Racial equality
  - Processes: How coal becomes diamond
  - Policies: Immigration laws

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## Selecting and Framing the Topic

- » Relate yourself to your topic
  - Indicate why you are interested in your topic and qualified to speak about it
  - Relating yourself to your topic gives you credibility
  - Relating yourself to your topic helps your listeners care about it

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## Selecting and Framing the Topic

- » Relate your topic to your audience
  - Establish listeners' vested interest
  - Explain your topic's relevance to listeners



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## Honing Your Informative Speaking Skills



- » Create “information hunger”
  - Connect your topic to listeners’ needs
    - » Physical needs
    - » Relational needs
    - » Identity needs
    - » Spiritual needs
    - » Instrumental needs

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## Honing Your Informative Speaking Skills

- » Be organized
  - Introduction
    - » Generate interest in your topic
    - » Include your (purpose statement and) thesis statement
    - » Relate your topic to yourself and your listeners
    - » Preview main points
  - Body
    - » Present main points, with appropriate transitions
    - » Make sure you have at least three main points and that they are related to each other

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## Honing Your Informative Speaking Skills

- » Be organized
  - Conclusion
    - » Reinforce your central idea by reviewing your main points
    - » Create a memorable moment for your audience
  - Transitions
    - » Use transitions to review the material you’ve already presented
    - » Use transitions to preview material yet to be presented

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## Honing Your Informative Speaking Skills



- » Make it easy to listen
  - Keep it short
  - Keep it simple
  - Start with what's familiar
  - Repeat key points
  - Make it fun

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## Honing Your Informative Speaking Skills

- » Involve the audience
  - Invite direct participation
  - Ask for volunteers
  - Poll the audience
  - Pose a hypothetical situation
  - Refer to individual listeners
  - Invite questions

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## Honing Your Informative Speaking Skills

- » Be ethical
  - Use information only from reputable sources
  - Understand the information you're reporting
    - » Know how to pronounce everything
    - » Don't say things like "I'm not sure but..."
  - Incorporate verbal footnotes
    - » "According to the May 6, 2012 Wall Street Journal..."
  - Be clear about when you're speculating
    - » "It's unclear why, but I would suspect that..."

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## For Review

- » What methods can we use to inform?
- » In what ways should we frame an informative speech?
- » Through what strategies can we hone our informative-speaking skills?

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