

CREATING AN INFORMATIVE SPEECH

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COM 101 and COM 105



Informative Speech

- ▶ Your speech should be about a person.
- ▶ Choose someone you know about, care about, or find interesting.
- ▶ If you have an existing base of knowledge, you will be more comfortable with the content.
- ▶ There should be an abundance of credible source material.



Informative Speech

- ▶ Speech length approximately 3 minutes.
- ▶ Practice and time speech.
- ▶ Present extemporaneously from an outline (or index cards), not from verbatim text.
- ▶ Avoid a full biography. Best to focus on one part/theme of the person's life.
- ▶ Visual tools/enhancements can help augment your presentation. However, make sure it is not PowerPoint dependent.



Speech Proposal

- ▶ **A Speech Proposal contains the following:**
 - Topic. (The overarching subject matter)
 - Purpose Statement. (The specific goal of the speech)
 - Thesis Statement. (Purpose Statement plus your three Main Points)

Elements of a Speech Proposal

- ▶ Topic: Richie Havens.
 - ▶ Purpose Statement: I want my audience to appreciate how folksinger Richie Havens "saved" the 1969 Woodstock Music Festival.
 - ▶ Thesis Statement: Folksinger Richie Havens is said to have "saved" Woodstock by volunteering to be the opening act, stretching his planned 20 minute set to over an hour, and improvising his on-stage finale into a song that would be the anthem of his career.
- (You need to draft Main Points in order to do a Thesis Statement)*
- ▶ Main Points:
 - Scheduled to go on fifth, Richie Havens volunteered to be Woodstock's opening act.
 - He stretched his planned 20 minute set to over one hour.
 - Having run out of songs, Havens improvised his encore, "Freedom."

Main Point 1

1. **Richie Havens volunteered to be Woodstock's opening act.**
 - a) Scheduled to go on stage fifth.
 - b) Havens arrived the night before at a nearby Holiday Inn.
 - c) NYS Thruway was closed by mid-day.
 - d) Havens had least amount of equipment and instruments.
 - e) After much pleading by the concert promoter, Havens agreed to open the festival.
 - f) Flown by helicopter from the hotel parking lot to a field backstage.

Main Point 2

2. He stretched his planned 20 minute set to over one hour.

- a) Because of traffic back-ups, other acts were delayed.
- b) Concert organizers kept telling Havens to stall and "kill time," sending him back for multiple encores.
- c) Havens said that he wound up playing every song he knew.
 - i. He played one song twice.
 - ii. Of his 11 songs, three were covers of Beatles songs.

Main Point 3

3. Having run out of songs, Havens improvised his encore, "Freedom."

- a) The chorus of the song is borrowed from the classic "Negro Spiritual" Sometimes I feel like a Motherless Child.
- b) Havens inserted the word "Freedom" because, he said, the concert symbolized the independence of the 60's.
- c) The song became his anthem throughout a 40-plus year career.

Due Next Class

- ▶ Students will bring two copies of a "Speech Proposal" which contains the following:
 - Topic: Name of the person.
 - Purpose Statement: "I want my audience to . . ."
 - Thesis Statement: Purpose Statement plus your three Main Points.
- ▶ Students will stand up in front of the class and present their Speech Proposal.

[Name]
 [Class and Section]
 [Date]

INFORMATIVE SPEECH PROPOSAL

Topic: [Name of the person.]

Purpose Statement: [I want my audience to . . .]

Thesis Statement: [Purpose Statement plus your three Main Points.]

Create Your Outline

- ▶ Start with an attention grabbing introduction:
 - A startling statement that previews one or more of the main points.
 - Create a sense of mystery.
 - Begin with a question or a quotation.
- ▶ Continue with the 3 main points plus sub-points.
- ▶ Close with a “memorable moment” that will help the audience remember your speech.
 - A quotation by the person or about the person.
 - A dynamic video clip.
 - An short anecdote/story from their life.

Speech Day

- ▶ Students must bring two copies (one for you and one for the instructor) of the following:
 - Speech Proposal.
 - Speech Outline.
 - Works Cited/ Bibliography.
 - Print out of graphics, visual materials, PowerPoints, etc.
- ▶ All material must be typed and include your name, class name/section, and date.
- ▶ Graphics must be pre-loaded onto the computer via a USB memory stick only. (No email downloads.)
- ▶ Students must arrive promptly to class.
