



COM101 INFORMATIVE SPEECH PLANNER

Requirements:

1. This is a 4-6 minute informative speech, researched with scholarly sources containing 4-6 citations using the phrase, "According to (a recent article in the New York Times)..."
2. This speech requires a high quality visual aid relevant to the topic
3. You will submit a typed outline on the DAY of your speech
4. The last page of your outline is a bibliography listing your sources
5. You may use a maximum of 8 handwritten notecards

BE SURE TO USE THE ATTACHED EXAMPLES WHICH ADDRESS EVERY REQUIREMENT OF THIS ASSIGNMENT.

YOUR PURPOSE IS TO INFORM: you are giving us new or interesting information on a neutral topic. Brainstorm all your ideas focusing on people, places, objects and events.

MY SPEECH DATE: _____

MY ROUGH DRAFT CONFERENCE: _____

USE THIS TO DO LIST!

- Choose a topic _____
- Narrow topic _____
- Three SCHOLARLY sources _____
- Identify Main Points _____
- Fill out easybib.com _____
- First Rough Draft _____
- Choose and prep visual aid _____
- TYPE & PRINT speech outline _____
- Print out easybib.com _____
- Prepare notecards _____
- Practice and time speech _____

Watch and write up self-critique _____

WEB HELP log into
MSCCC then click Virtual
Learning Commons
Tutorials under Communication
on appearance, delivery,
outlining, organization,
introductions and conclusions.
Under horanv on youtube are
student speeches

1. BRAINSTORM (LIST BELOW) POSSIBLE TOPICS:

PEOPLE? PLACES? OBJECTS? EVENTS? PROCESS?

2. HOW CAN I MAKE ONE OF MY IDEAS RELEVANT TO THIS AUDIENCE?
3. WHICH ONE OF THESE IDEAS CAN I NARROW DOWN AND DO WELL IN 4 TO 6 MINUTES?
4. WHAT RESEARCH CAN I NOW FIND ON THIS TOPIC? (MAKE SURE YOU HAVE ALL THE RIGHT INFORMATION TO FILL OUT EASY BIB, NOT JUST THE WEB SITE.)
5. DO ANY "MAIN POINTS" JUMP OUT AT YOU AS YOU RESEARCH? WHAT'S INTERESTING? FUN? SURPRISING?
6. CHOOSE AN APPROPRIATE NUMBER OF MAIN POINTS AND OUTLINE THEM.
7. WRITE CREATIVE INTRODUCTION AND CONCLUSION
8. WHAT'S A GOOD VISUAL AID? WHICH PART OF THE SPEECH SHOULD I EMPHASIZE USING A VISUAL AID?
9. IS MY OUTLINE TYPED WITH THE BIBLIOGRAPHY SEVERAL DAYS AHEAD?
10. WHAT KEY WORDS FROM THIS OUTLINE CAN I PUT ON MY CARDS TO REMIND ME WHAT I WANT TO SAY? DON'T WRITE ANY SENTENCES!!!
11. WHAT DELIVERY REMINDERS SHOULD I PUT ON MY CARDS TO HELP ME?
12. IT'S TWO DAYS AWAY: HAVE I PRACTICED, REMEMBERING TO SAY THINGS SLIGHTLY DIFFERENTLY EACH TIME, AND SOUNDING NATURAL AND CONVERSATIONAL?
13. AM I PRACTICING MY EYE CONTACT AND GESTURES?
14. DO I HAVE MY OUTLINE, BIBLIOGRAPHY AND NOTECARDS READY?

Informative Speech Outline

I. Introduction

- A. **attention getter:** grab the attention of the audience! use a story, startling fact or statistic, quotation, imagery, appropriate humor. NEVER SAY: "TODAY I AM TALKING ABOUT..." OR "MY SPEECH IS..." It's boring and it gives the topic away before you've "hooked" your audience.
- B. **establish credibility:** in a simple sentence or two, tell us how you researched the topic so that we trust you and believe you know what you area talking about. This is a research speech so you CANNOT simply say you know a lot about the topic.
- C. **relate topic to audience:** tell us why this topic is worth listening to

II. Thesis: NOW you can tell us what your topic is in a simple sentence

Preview: Tell us the three to five main points you will be covering so we can follow your speech more easily

III. Body

A. First Main Idea

- 1. details about the first main point
- 2. details
- 3. details
- etc...

TRANSITION SENTENCE: write and say a simple sentence to let us know you are done with your first main point and you are moving on to a new idea or main point

B. Second Main Point

- 1. details about the second main point
- 2. details
- 3. details
- etc....

TRANSITION SENTENCE: write and say a simple sentence to let us know you are done with your second main point and you are moving on to a new idea or main point

C.Third Main Point

- 1. details
- 2. details
- 3. details
- etc....

IV. Conclusion

- A. **Summary:** Quickly sum up your three main points so that we hear the main ideas one more time
- B. **Closing Thought:** End creatively -- with a bang! You can use a story, quotation, imagery or startling statistic or fact as you did in the attention getter

Watch this speech and follow along:

<https://www.youtube.com/watch?v=SlxmaTu5kC8>

Introduction:

- I. When I tell people that I started drinking coffee when I was two years old, most of them look at me like if I had four heads. But it's true, my mother would let me eat cookies that had been softened by dipping them in coffee, and I would usually sneak a sip. And I haven't stopped since.
- II. So as an avid lover of coffee, I decided to research it a little bit more considering the fact that America loves coffee, but we don't necessarily stop and think about the the drink we are having.
- III. Considering the fact that the number of young adults purchasing coffee from shops jumped by 12% just last year, we as college students fall right into this number and should be more culturally aware of this beverage that we just can't live without.
- IV. Americans have coffee shops around the corner, in every corner, but we don't know where that came from or its impact on society.
- V. Today we will talking about the history of coffee as well as the culture that coffee has shaped in America.

TRANSITION → Lets begin with the history of coffee

- I. The History of Coffee - National Coffee Association
 - A. Coffee is believed to have been discovered in the Ethiopian Highlands probably around the 13th century.
 1. According to myth, Kaldi the goatherd discovered coffee after his goats had become so spirited after eating berries from a certain tree.
 2. He then took these berries and showed them to the local monasteries who made a drink with them.
 - B. Arabian Peninsula
 1. The Arabs were the first to cultivate and trade coffee around the fifteenth century.
 2. It was drunk in many public coffee houses - qahveh khaneh - as a means of social activity
 - a) "schools of the wise"
 3. Because of the pilgrimage to mecca, the "wine of araby" began to spread outside of the Arabian peninsula
 - C. Coffee arrived in Europe by the 17th century

1. By the time coffee came to Europe, it was considered the “bitter invention of Satan” until Pope Clement VIII intervened. After he tasted it, he gave it papal approval.
2. By the seventeenth century, London was the home to over 300 coffee houses.

D. Coffee in the new world

1. Remember the Boston Tea Party? Up until then, tea was the preferred drink of the New world. After the tea party, they changed their preference to coffee since it had been introduced to New York (New Amsterdam) by the Dutch in the mid 1600s because it was “unpatriotic” to drink tea.

TRANSITION
Now that we know a little about the history of coffee, let's see the culture that it has established in America

II. Coffee in America

- A. Coffee is the nation's most popular drink next to water. However, the coffee seed comes from a coffee plant or a coffee cherry that surprisingly enough cannot be grown in the United States.
 1. According to [about.com](#), coffee is grown best at high altitudes in moist, tropical climates. Because of this, nearly all commercially grown coffee is grown in countries that fall in the “bean belt” between the tropics of cancer and the tropics of capricorn
 - a) Central and South America, Africa and the middle east, South east Asia.
- B. The coffee appeal - Coffee drinking in America has definitely had waves. According to [Smithsonian.com](#), the post-war era was mostly canned coffee, the second gives the glory to Starbucks, and the third is all of the brands that have followed Starbucks and attempted to make their own ground.
 1. During the 1960s-1980s, the demand for coffee actually fell in America. This may have had something to do with the fact that corporations that dominated the coffee market were producing cheaper and less tasteful coffee. Vendors realized that they had to attract a younger audience.
 2. Drinking coffee is a western thing that brings with it social values and reproduces some “cool” associations that are marketed through mass media.
 - a) The Joint Coffee Publicity Committee conducted ads and created the “coffee break” in America in the 1920s. It also gained more ground during the WWII era when factories tried to give workers a quick break to get some caffeine to produce more for the war

effort according to an article presented in
NationalGeographic.com

C. The Coffeehouse - Starbucks

1. As mentioned, coffee houses have been around since the time of the Arabic control of caffeine. They have been places of intellectual discussions and debates, not just places to get coffee.
 - a) According to the book *Coffee Culture* by Catherine Tucker, coffeehouses were the home to such interactions that big names and projects were brewed there.
 - b) Adam Smith wrote the political treatise *The Wealth of Nations* in a coffeehouse and Isaac Newton's *Principia Mathematica* grew out of a challenge to resolve an argument that began in a coffeehouse and the original New York Stock Exchange began as a coffeehouse on Wall Street.
2. One of the most famous coffeehouses that can't go without mention is Starbucks. According to Starbucks.com, Starbucks opened for the first time in Seattle in 1971 selling packaged coffee and appliances.
 - a) When Howard Shultz purchased it in 1987, he wanted to bring the Italian coffeehouse into the US, creating a third place between work and home; a place for conversation and community. Starbucks promises to give more than just coffee, they sell the "coffee experience"
 - b) The famous chain, whose name is inspired by a ship from Moby Dick called "Starbuck", has more than 21,000 stores in 65 countries.

III. Conclusion

- A. Today we have seen the origins of this highly favored drink and how it made it to America. We have also seen how western influence has made coffee less about the drink and more about the social associations it brings. I hope the next time you go to Starbucks and order a venti chestnut praline latte with three extra shots of vanilla you recognize the drink's long history as well as your part in this coffee culture.

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