**Chapter 15 Informative speaking**

* **Informative speech**
  + Speech that has a goal to explain or describe facts, truth and principles in a way that increases understanding
* Intellectually stimulating
  + Information that is new to audience members
  + What makes a speech intellectually stimulating?
* Relevancy
  + Audience needs to recognize how information relates to information
  + Listener relevance links--statements that clarify how a particular point may be important to a listener
* Creativity
  + Using information in a way that yields different or original ideas and insights
  + Pulling out points of information that are interesting
* Memorable
  + Need to help audience remember most important information
  + Presentational aids
  + Repetition
  + Transitions
  + Humor or anecdotes

**Methods of informing**

* Description
  + Informative method used to create an accurate, vivid, verbal picture of an object, image, event
* Definition
  + Explains the meaning of something
* Comparison and contrast
  + Method of informing that explains something by focusing on how it is similar and different from other things
* Narration
  + Method of informing that explains something by recounting events or stories
* Demonstration
  + Method of informing that explains something by showing how it is done, by displaying the stages of a process or by depicting how something works
  + Cooking shows

**Common informative speech frameworks**

* Process speech frameworks
  + Speech that demonstrates how something is done or made or how it works
  + Steps need to be explained in exact order so that someone who wants to replicate the information can
* Expository speech frameworks
  + An informative presentation that provides carefully researched, in-depth knowledge about a complex topic
  + Understanding the healthcare debate
  + Oral footnotes are needed
  + Reference to original sources help speaker’s credibility
  + General goal of speech is to inform, not to persuade
  + Allows audience to come to their own conclusions based on information provided
* Exposition of political, economic, social, religious or ethical issues
  + Explain the forces that gave rise to the issue and are continuing to affect it
  + Present positions that are held about the issue
  + You must present both sides of the issue so that the audience can make an informed decision
* Exposition of historical events or forces
  + Presenting historical events and tying those events to the present
  + Anecdotal stories add to the speech by providing personal insight
* Exposition of a theory, principle or law
  + Main challenge is to find material that explains something that might be hard for people to understand
* Exposition of creative work
  + Find information on the work and who created it
  + Determine how much the audience knows about the creative work