DataLab ||: Creative Brief & Presenting

Goals,

Define the term ‘informative speech’

List and describe the four types of informative speeches

List, and describe techniques to make informative speeches interesting, coherent, and memorable

Write an outline for an informative speech

Confidently deliver an informative speech to peers, and teaching staff members

4.1a

When delivering an informative speech, the main purpose is to give your audience information that they did not already know or teach them more about a topic with which they are already familiar with.

Definitional speeches > “At the end of my speech, my audience will understand the Four Noble Truths and the Eightfold Path in Buddhism”

Descriptive speech > “At the end of my speech, my audience will be able to visualize some of the main attractions on Easter Island”

Explanatory speech > “At the end of my speech, my audience will be aware of the nature of the 2004 Tsunami and the destruction it caused”

Demonstration speech

4.1b

Storytelling is not only the foundation of most entertainment but also one of the most effective ways to teach an audience. Known as narratives, stories typically follow a structure that includes an introduction of characters and settings, a build-up of action, a complication or problem, and finally, a resolution. By using engaging characters, stories can creatively present otherwise dry or technical information, such as explaining how to prepare a space shuttle for launch from the perspective of a mouse.

Three types of narratives used in informative speech include: Natural reality, social reality and ultimate reality