

The purpose of an informative speech is to impart knowledge, increase understanding, or teach your audience about a specific topic. It aims to explain concepts, processes, ideas, or events in a clear and engaging manner. The goal is for listeners to learn something new from your presentation.

Last year, I had to deliver an informative speech in my public speaking class. I chose to inform my classmates about the harmful environmental impacts of fast fashion and offer eco-friendly clothing alternatives. Throughout the speech, I used facts and statistics to highlight the textile industry's massive water usage, toxic chemical pollution, and textile waste. I discussed innovative solutions like clothing rental services, natural dyes, and recyclable fabrics. I also provided tips for thrifting secondhand clothes and ensuring purchased garments last longer.

I believe I accomplished my purpose and achieved my intended outcome. Based on my classmates' questions and feedback, I could tell they absorbed the shocking facts about fast fashion's ecological damage. Many said they had never viewed clothing production as detrimental before. My suggestions for mitigating impacts also seemed to resonate. Some classmates approached me afterward asking for the names of sustainable brands and designers I had mentioned. Though influencing behavior change was not my direct goal, I think I opened my mind and encouraged reflection on clothing consumption habits. For speech to inform, raising awareness felt like a successful result. I was pleased I could enlighten my peers about this relevant issue.

References:

Business Communication for Success. (2012). [https://saylordotorg.github.io/text\\_business-communication-for-success/](https://saylordotorg.github.io/text_business-communication-for-success/)

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