Informative Speech Assignment
SpCm 212

Assignment Overview:

The goal of this 4-6 minute speech is to teach your audience something new. You may choose one of two approaches:

1. Instruct your audience on how to do something (e.g. how to choose which eggs to buy at the grocery store; how to take effective notes in class; how grow a small pollinator garden)
2. Inform your audience about a concept from your major in a way that demonstrates its relevance (e.g. biofuels; NAVY Seal Training; methods of artificially breeding beef cattle)

You should keep the needs/interests of your audience in mind when selecting a topic. For instance, DON'T pick a topic about which everyone will already know. DO pick a topic that will allow you to present new information that your audience would benefit from knowing. See the Topic Do's and Don'ts handout posted to Canvas under Modules, for further suggestions on how to choose a topic.

Topic selection requires final approval from your instructor—reference your course syllabus for specific dates.

Requirements:

IMPORTANT: Review the Informative Speech Detailed Grading Rubric and Outline Scoring Sheet for extensive details on grading criteria. These rubrics are available through the "Informative Speech" link under Assignments and in the "Speech Examples, Templates, & Other Resources" tab under Modules.

Time Limit: 4-6 minutes. The following chart details time requirements and penalties:

Time (minutes)	Below 4:00	**4:00-6:00**	6:01-6:15	6:16-6:30	6:31-6:45	6:46-7:00	7:01-7:15
Grade penalty	-5 pts. per 15 seconds (no cap— going under time signals lack of adequate preparation)	**Requirement**	*Grace period*	-5 pts.	-10 pts.	-15 pts.	-20 pts.

**NOTE: You should <u>aim for a 5-minute speech</u>, to give yourself a grace period on either end.

Organization: The focus of this speech is on your ability to organize and present ideas clearly by selecting and using an appropriate informative organizational pattern, discussed in Chapter 7 of your textbook. You need to forecast or preview the information you are presenting in your introduction, include transitions between your main points, and provide a summary as part of the conclusion. Outline examples and templates are available in the "Speech Examples, Templates, & Other Resources" tab under Modules.

Sources & Citation: Meaningful speeches are based on sound information. At least **4 credible sources** are required for this speech. You should start your research by exploring the databases provided in the SpCm 212 Library Research Guide: http://instr.iastate.libguides.com/spcm212 Criteria for evaluating source credibility are described in Chapter 5. Use the most qualified sources based on your topic. Sources should be cited in three places: in your speech outline, in your bibliography, and orally when you deliver your speech.

Presentation Aid: A presentation aid is <u>**required**</u> for this speech, and includes any objects, models, pictures, graphs, charts, videos, audio, multimedia, drawings, or demonstrations designed to improve the understanding of the speech content. *Some aspect of your presentation aid must be self-created.* The presentation aid is for the audience's benefit, to aid in comprehension and recall. It should not be used as speaker notes. In case of tech issues, please be prepared to deliver your speech without your presentation aid.

<u>Delivery</u>: Your speech delivery should be extemporaneous. To aid with your delivery, you are permitted up to <u>5 note cards</u> front and back (4"x6" in size) or up to <u>3 sheets of 8.5"x11" paper</u>, front side only. **Each extra page/note card will result in a -5 point penalty. Delivery from a manuscript or full-sentence outline will result in zero points for delivery.** Speaking notes will be turned in after your presentation. Practice your speech so you are comfortable using only speaker notes while speaking in front of an audience. A copy of your full-sentence outline must be turned in before you speak and cannot be used in place of speaker notes.

Preparation Tips:

- **Plan to start your Informative Speech as early as you can.** Trying to write your outline the day or two before you are assigned to speak will be a miserable experience. If you can start early and give yourself several days to practice your delivery with the completed outline/notecards, you will be more successful on your speech and you will learn more from the experience.

- **Take advantage of the extra credit opportunity to record a practice speech session**. This 10-point assignment will help you to reflect on your speech and set goals for improvement prior to delivering it in class.

- **Please note that your outline is incredibly important in how your grade is determined.** The outline is where you demonstrate your preparation for this assignment. Your outline is where I will turn to look for the content of your speech after my initial evaluation of your speech in class. A poorly constructed outline can thus have great impacts on your grade. **<u>Treat your speech outline like you would a research paper.</u>**

- **Visit the ISU Writing and Media Center** to get peer feedback on your speech and/or presentation aid. The Center provides assistance to undergraduate students working on any form of written, oral, visual, or electronic communication: https://www.wmc.dso.iastate.edu/

Materials & Deadlines:
Check your syllabus and make note of when the following items are due:
- Library Research Assignment
- Outline rough draft for Workshop #1
- Presentation aid rough draft for Workshop #2
- Final Full-Sentence Speech Outline & Works Cited Page
- Final Presentation Aid
- Speaker Notes