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**ENG111.3**

**Informative Speech**

**Topic:** Memory techniques

**Purpose:** To inform my audience on different techniques about memorizing something effectively.

1. **Introduction** 
   1. **Attention Getter:** Has this ever happened to you that you are talking to someone or attending an exam, an important topic from your memory peeks in mind but never come forward? This might happen if we don't know the memory techniques, and today, I'm here to reveal those techniques.
   2. **Thesis statement:** You don't need to be born with a photographic memory to remember and recall the memories you want. All you need to do is paying attention, building a story, taking a break and making repetition.
   3. **Credibility Statement:** I have been reading human psychology for years and discovering practical learning and memorizing techniques.
   4. **Preview of Main Points:** 
      1. First, I will discuss the Importance of attention while memorizing.
      2. Second, I will discuss the ways and effectiveness of building a story.
      3. Thirdly, I will discuss how a small break can boost up your memory.
      4. Finally, I will discuss how repetition keeps memories active.
2. **Body**

People with excellent memories and memory championship winners are not too different from us. They just use a combination of techniques to enable their minds to memorize things. Stating the techniques, I'll first discuss the role of attention in remembering.

* 1. The first step to create a memory is called encoding. And paying proper attention is the first condition for a successful encoding. We may read and hear many words throughout the day, but we don't remember everything because we forget much information. Words tend to be remembered mostly which got proper attention. We can increase our attention by minimizing distractions like daydreaming, composing mental to-do lists, friends, roommates, noise, cell phones and social media.

**Transition:** Now that I've discussed about attention, I will now discuss the ways and effectiveness of building a story while encoding a message.

* 1. Connecting the words is the second technique to memorize effectively. Elaborate on what you're learning, and relate the knowledge to something important or introduced to you. Make acronyms or a summary of the story. This technique will help you recalling the memories.

**Transition:** Now we have learned about the Importance of creating stories, I will now discuss about taking a break.

* 1. The human brain is one kind of machine part, and it needs to take rest also. For example, if you are studying for 30 minutes, try giving a break in between and then starting it again. By this, you can refresh your brain and start memorizing in a fresh speed.

**Transition:** Finally, I will now discuss how repetition keeps memories active.

* 1. Research shows that just one hour after learning, we forget more than half of the learned information. One week later we remember only 20%. Our brain protects us from overloading with useless information. That's why all new information is stored in short-term memory, not in long-term memory. If we don't repeat it or use it, we forget it very quickly.

1. **Conclusion** 
   1. **Review of Main Points:** 
      1. Today I first discussed the Importance of attention while memorizing.
      2. Second, I discussed the ways and effectiveness of building a story.
      3. Thirdly, I discussed how a small break could boost up your memory.
      4. Finally, I discussed how repetition keeps memories active.
   2. **Restate Thesis:** You don't need to be born with a photographic memory to remember and recall the memories you want. All you need to do is paying attention, building a story, taking a break and making repetition.
   3. **Closure:** In conclusion, let me share you a bonus technique. Teaching the information to someone else is one of the best ways to learn. If you don't have a willing listener, you can teach the wall but make sure the door is closed. Now recall the whole speech to realize if the techniques work for you or not!