

INFORMATIVE SPEECH ASSIGNMENT

Objective

The goal of this exercise is to incorporate all you have learned about speech preparation and delivery into an informative speech. The goal of informative speaking is to share information to deepen understanding, raise awareness, or increase an audience's knowledge about a topic.

Task

Prepare a 4 - 6 minute speech to share any of the following with your audience:

1. Information about objects or places.
2. Information about people or other living creatures.
3. Information about processes.
4. Information about significant events.
5. Information about ideas and concepts.

Details

A. Your speech should contain 1) an introduction, 2) a body with at least 3 well-supported main points, 3) effective transitions, and 4) a conclusion that includes a summary statement and closing statement that emphasizes and reinforces the central focus of the speech.

Speech outlines: You must submit two outlines with this assignment: 1) a preparation or complete sentence outline (pp. 219 - 221 in your text) *and* 2) a copy of the presentation outline you use to deliver your speech (pp. 316 - 317 in your text).

Reference Citations: Your speech must include supporting information from a minimum of **three** reliable, valid, and credible reference sources. Citations must appear in the speech outline in two places: 1) In the body of the preparation or complete sentence outline, and 2) in a Works Cited page attached to your preparation or complete sentence outline. All citations should appear in APA citation style. Sources should also be verbally cited when you deliver your speech.

Organization: Your speech should utilize one of the organizational patterns listed in Table 8.1 in your text. The selected organizational pattern should be appropriate for the topic, general purpose and specific purpose of your speech.

Presentation Aid: You must prepare and use at least one *electronic* presentation aid to help your audience understand and remember the main points in your speech. PowerPoint, DVD, VHS video, and Internet-based presentation aids can all be displayed on the projection screen in our classroom. You may also use the document camera to display charts, images, and other graphic elements. Regardless of the

type of presentation aid you use, you should follow the general guidelines for visual design outlined in Table 11.2 on page 280 in your text.

Delivery: You may use either your presentation outline or note cards when you deliver your speech. You will be evaluated on 1) the quality of your topic and outline, 2) timing, 3) delivery, including physical poise, gestures, vocal quality, fluency, and eye contact, and 4) quality and use of your presentation aid (see grading rubric, below.)

Speech Delivery Rubric:

CONTENT	COMMENTS	POINTS POSSIBLE
TOPIC Clear General/Specific Purpose Effective Introduction & Conclusion Thesis Easy to Identify & Follow Effective Transitions		/20
SUPPORT Verbal Citations Sufficient (minimum 3) Reliable, credible, valid		/25
TIMING 4 - 6 minutes (5 pt. deduction for every 30 seconds over/under limit)		/20
DELIVERY		
BODY MOVEMENT Appearance & posture Gestures? Movements		/10
EYE CONTACT & FACIAL EXPRESSIONS Look directly at audience Appropriate facial expressions Avoid looking at presentation		/15
VOICE Sufficient volume Vocal Variation Fluency Rate Conversational Tone		/10
SPEECH DELIVERY TOTAL		/100

Outline Rubric:

CONTENT	COMMENTS	POINTS POSSIBLE
TOPIC Clear general and specific purpose 4-point Introduction & 2-point conclusion Significant and well-organized thesis Includes effective transitions		/20
SUPPORT APA format Minimum 3 citations Citations appear in body of speech <i>and</i> on Works Cited page Variety of support types (e.g. testimony, facts, statistics, etc.)		/20
FORMAT Uses symbols and indentation Outlines contain all necessary elements		/10
OUTLINE TOTAL		/50

Presentation Aid Rubric:

CONTENT	COMMENTS	POINTS POSSIBLE
CLARITY Aid is clear and easy to understand Aid emphasizes key ideas Aid uses a variety of image types Aid is appropriate for audience and speaking situation		/16
FORMAT Avoids excessive clutter Photographs, drawings, simple charts, and graphs illustrate key points Images and text large enough to be seen easily from back of room		/9
PRESENTATION AID TOTAL		/25