



chapter 14

Speaking to Inform

Informative Speech

**Designed to convey
knowledge, understanding**

Informative Speeches



- Objects
- Processes
- Events
- Concepts

Speech About Object

- **The base of the St. Louis Arch houses a visitor's center.**
- **The middle of the St. Louis Arch contains a high-speech tram.**
- **The top of the St. Louis Arch has an observation deck 630 feet above the ground.**

Speech About Process

- **Many magic tricks rely on mechanical devices that may require little skill by the magician.**
- **Other magic tricks depend on the magician's skill in fooling people by sleight-of-hand manipulation.**

Speech About Event

- **The parades at Mardi Gras are lavish events that take place over several weeks.**
- **The costumes include disguises, medallions, and the Mardi Gras colors of purple, green, and gold.**
- **The food features Cajun and Creole dishes common to southern Louisiana.**

Speech About Concept

- I. The first major principle of nonviolent resistance is that social change must be achieved by moral means.**
- II. The second major principle of nonviolent resistance is that one should not inflict violence on one's enemies.**
- III. The third major principle of nonviolent resistance is that suffering can be a powerful social force.**

Informative Speech Guidelines

- **Don't overestimate what audience knows**
- **Relate subject directly to audience**



Informative Speech Guidelines

- **Don't be too technical**
- **Avoid abstractions**
- **Personalize ideas**