

SPEAKING TO INFORM

INFORMATIVE SPEAKING GOALS

“To convey accurate information to the audience in a way that is clear and keeps the listener interested in the topic.”

Three
priorities of
informative
speaking

Accuracy

Clarity

Interest

TYPES OF INFORMATIVE SPEECHES

- **Person-based**
 - *Describes someone, either current or historical*
 - *Plays like a biography or memoir*
 - *Speeches follow a chronological organization*

TYPES OF INFORMATIVE SPEECHES

- **Place-based**
 - *Describes somewhere (personal, collective, etc.)*
 - *Heavily utilizes vivid language or visual aids*
 - *Organized topically and descriptively; no need for a strict logical flow*

TYPES OF INFORMATIVE SPEECHES

- **Object-based**
 - *Describes something visible and tangible*
 - *An example is usually present*
 - *Speeches follow a chronological or topical organization*

TYPES OF INFORMATIVE SPEECHES

- **Process-based**
 - *Describes a systematic series of actions that lead to a specific result (i.e., “How to”)*
 - *Visual aids very prominent here*
 - *Almost always a chronological organization*

TYPES OF INFORMATIVE SPEECHES

- **Event-based**
 - *Describes any kind of occurrence, past, present, or hypothetical*
 - *Visual aids are very prominent here*
 - *Either chronological or topical, but sometimes causal*

TYPES OF INFORMATIVE SPEECHES

- **Concept-based**
 - *Conveys information concerning beliefs, themes, principles, or any other abstract subject*
 - *Often the most complex and difficult to write/present at an entry level*
 - *Wide variance in organization*

INFORMING IN A CLEAR AND INTERESTING WAY

- **Adjust complexity to the audience**
- **Avoid unnecessary jargon**
- **Create concrete images**
- **Keep information limited**

INFORMING IN A CLEAR AND INTERESTING WAY

- **Link current knowledge to new knowledge**
- **Keep it relevant and useful**
- **Personalize your content**
- **Make it memorable**



EXAMPLES



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