

Informative Speech

100 Points

Objective: People seek knowledge because we want to know, understand, and use information. The goal of an informative speech is to impart knowledge, enhance understanding, or permit application. Your audience should walk away from the experience knowing more than they did when the speech began. When you inform someone, you assume the role of a teacher by defining, illustrating, clarifying, or elaborating on a topic.

Assignment Tasks: *This assignment consists of two parts:*

Part 1: The Speech (80 points)

- You will create an instructional speech that is 5 minutes long (going more than 30 seconds over or under time limits will result in point deductions).
- A visual aid is *not* required, but you may use one if necessary for your speech. Your visual aid should enhance your speech, not replace it (we don't want to read what you are saying).
- Topics should be interesting and useful to your audience.
- You should use the appropriate organization for an informative speech.
- You should use appropriate forms of support.
- At least **three credible sources** must be **orally cited** in the speech and referenced in your outline and reference page.
 - Do not cite Wikipedia and Google as they lack credible sources (though a good place to start looking for sources).
- The speech should be delivered extemporaneously from a brief speaking outline or notes.
- All elements of proper public speaking (delivery, preparation, nonverbal cues, etc.) must be present in the speech.
- Your speech will be presented in front of the class.

Part 2: The Outline (20 points)

- A completed, full-sentence structure outline following the provided template must be completed for the speech.
- All speeches have an identifiable introduction, body, conclusion, and transitions between each section. The speech must have at least three credible sources cited in the outline, on the reference page, and in the speech.

- **Introduction:** The introduction should compel the audience to listen with an attention-getter, introduce the topic, establish the speaker's credibility, and provide a preview of the speech.
- **Body:** Most speeches should contain no more than three main points, organized in a way that helps the audience make sense of the message. Once the main points and organizational pattern are set, identify what evidence supports which main point and place those sub-points in the correct location.
- **Conclusion:** All speeches should signal the end of the speech and include a summary of the main points. No new information should be given to the audience in the conclusion. An effective conclusion summarizes the main points and leaves the audience thinking about the speaker's message. The conclusion is just as important as the introduction, you need more than just "the end."
- **References:** The outline must include a separate reference page fully and properly, citing all of your sources in APA style. The outline must also contain in-text citations of your sources. See the course page for citation examples for both in-text citations and the reference page.

Grading Rubric

Time: _____ **Deductions for over or under time:** _____

Speech Rubric _____ /80

Introduction: 5 4 3 2 1 0

Gained audience attention and interest. Explained the relevance of the topic to the audience, established speaker credibility, and provided a preview of the speech.

Body: 5 4 3 2 1 0 x4 _____ /30

Clear main points: the audience has no questions about the content. The main points are fully supported with strong and credible evidence.

Conclusion: 5 4 3 2 1 0

Speaker clearly signals that the speech is coming to an end and gives a review of the main points.

Delivery: 5 4 3 2 1 0 x2 _____ /20

Speaker is clearly heard throughout the room, uses an appropriate rate of speech, is fluent, and uses vocal variety (not monotone); few fillers such as “ums;” speaker moves with a purpose, uses appropriate gestures, and has few nervous movements; speaker remains face forward and engages the audience with strong eye contact.

Citations: 5 4 3 2 1 0 x2 _____ 10

Sources (three or more) are cited orally in the speech as the information is used.

Mechanics: 5 4 3 2 1 0 x2 _____ /10

Speaker uses strong signposts/transitions for the audience to follow the speech, uses appropriate language, is well organized, and is professional appearance to increase their credibility.

Outline Rubric: _____ /20

Intro, Body, and Conclusion: 5 4 3 2 1 0 x2 _____ 10

All sections are well written with strong support.

References: 5 4 3 2 1 0

Three or more sources are used and are cited within the outline as well as the reference page.

Structure: 5 4 3 2 1 0

All sections of the outline are completed, including transitions, using a full-sentence structure, the outline is typed, and uses proper spelling and grammar.