

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

EXAMPLES





EXAMPLES