

The informative speech

Purpose: To inform your audience on a given subject in a way that maintains their interest.

Your Task: To present a 6 - 8 minute speech that provides the audience with well researched and convincing information and at the same time uses all the skills of advanced speaking to whet and maintain their interest.

Like all effective speeches, your speech must be properly constructed. ie. It must have an opening that catches the interest and points the way (It does no harm if you establish your credentials to speak with authority on the subject at this stage), a middle that reinforces your information and a conclusion that ties it all up and leaves the audience with something to take home with them.

The informative speech must relate enough facts for the audience to fully understand the subject, but never be allowed to deteriorate into a mere catalogue of facts and in house jargon.

Preferably the subject should be something new to the audience or, at very least, should look at some old subject in a new way. If your subject is a very extensive one, it might be a good idea to concentrate on one small aspect of it and research and cover that vividly, rather than risk swamping the audience with too much information.

Adequate research is critical to any informative speech. One glaring factual error can totally destroy your credibility.

Be careful to present your material in dramatic and original ways. Always use word pictures rather than bare statements. An MCG Grand Final crowd is much more vivid than 90,000 people. Heads must nod in agreement, not nod off.

Focal Point: Keep it interesting!

Assessment:

- Was your subject matter interesting to the audience?
- Was the extent and complexity of the information tailored to suit the audience?
- Was the information well researched?
- Did you convince the audience you knew what you were talking about?
- Was the use of technical terms and jargon kept to a minimum?
- Did the audience maintain interest throughout?