

**A POCKET  
GUIDE TO  
PUBLIC  
SPEAKING  
4<sup>TH</sup> EDITION**

**Chapter 23**

**Informative Speaking**

# Informative Speaking

- Goal is to impart knowledge to
  - ▶ Raise awareness;
  - ▶ Deepen understanding of some phenomenon.
- Brings new topics to light
- Offers new insights on familiar subjects
- Provides novel ways of thinking

# Gain and Sustain Involvement

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- Use audience analysis.
  - ▶ Used to gauge listeners':
    - ▶ Knowledge of your topic
    - ▶ Likely interests and needs
  - ▶ Allows you to adjust your speech
    - ▶ Focus on most important information

# Gain and Sustain Involvement (cont.)

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- Present new and interesting information
  - ▶ Seek out
    - ▶ Unusual angles;
    - ▶ Novel interpretations;
    - ▶ Moving stories;
    - ▶ Striking examples.

# Gain and Sustain Involvement (cont.)

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- Help listeners follow along.
  - ▶ Prepare a well-organized introduction.
  - ▶ Make liberal use of transitions.
  - ▶ Use internal previews and internal summaries.
  - ▶ Use rhetorical devices to reinforce information.
  - ▶ Help listeners mentally organize ideas.

# Subject Matter of Informative Speeches

- Informative speeches can be about:
  - ▶ Objects or phenomena
    - ▶ Various aspects of nonhuman subjects
  - ▶ People
    - ▶ Impact of individuals/groups on society

# Subject Matter of Informative Speeches (cont.)

- ▶ Events
  - ▶ Noteworthy occurrences, past and present
- ▶ Processes
  - ▶ How something is done
  - ▶ How something is made
  - ▶ How something works

# Subject Matter of Informative Speeches (cont.)

- ▶ Concepts
  - ▶ Abstract or complex ideas, theories, beliefs
- ▶ Issues
  - ▶ Problems or matters of dispute
  - ▶ Intended to raise awareness/deepen understanding
  - ▶ Not intended to advocate a position

# Decide How to Communicate Your Information

- Definition
  - ▶ Operational definition (what something does)
  - ▶ Definition by negation (what something is not)
  - ▶ Definition by example (providing solid examples)
  - ▶ Definition by synonym (providing a comparison)
  - ▶ Definition by word origin (illustrating root meaning)

# Decide How to Communicate Your Information (cont.)

- Description
  - ▶ Provides an array of details
  - ▶ Paints a mental picture for listeners
  - ▶ Uses concrete words and vivid imagery
- Demonstration
  - ▶ Verbal demonstration of steps involved

# Decide How to Communicate Your Information (cont.)

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- Explanation
  - ▶ Provides reasons or causes
  - ▶ Demonstrates relationships
  - ▶ Offers interpretation and analysis

# Take Steps to Reduce Confusion

- Use analogies to build on prior knowledge.
  - ▶ Relate to what listeners already know.
- Demonstrate underlying causes.
  - ▶ Acknowledge common misconceptions.
  - ▶ Offer an explanation of underlying causes.

# Take Steps to Reduce Confusion (cont.)

- Appeal to different learning styles.
  - ▶ Visual (pictures, diagrams, charts, maps)
  - ▶ Aural (lectures, audio, group discussions, podcasts)
  - ▶ Read/write (handouts, text-based slides)
  - ▶ Kinesthetic (real-life demonstrations)

# Take Steps to Reduce Confusion (cont.)

- ▶ Multimodal learners have combined preferences.
- ▶ Audience analysis
  - ▶ Provides sense of individuals' learning styles
- ▶ Multiple models needed to convey information

# Arrange Points in a Pattern

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- Patterns used in informative speeches:
  - ▶ Topical
  - ▶ Chronological
  - ▶ Spatial
  - ▶ Cause-effect
  - ▶ Narrative