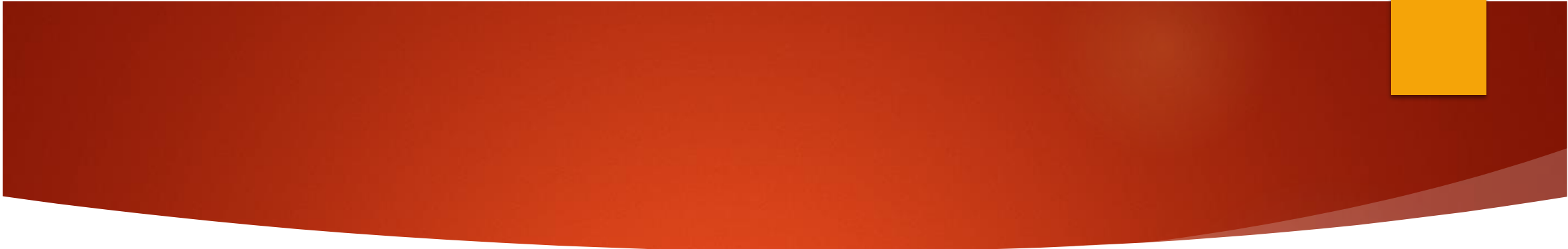


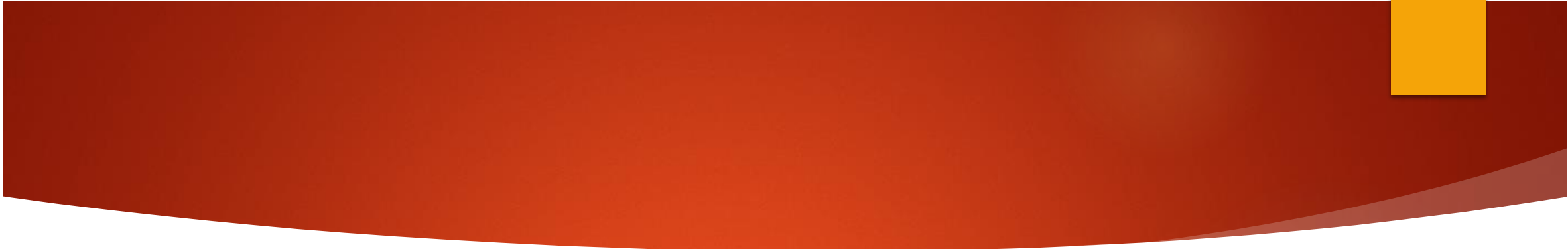
PUBLIC SPEAKING

Lecture's Notes 10: Speaking to Inform

LECTURE'S NOTES

LERISSA DANIELA, S.S., M.Pd.

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- ▶ Hello ladies and gentlemen, welcome to the Public Speaking course with me Lerissa Daniela. I am a lecturer of the English Literature Department at Jakarta International University in Indonesia.
 - ▶ Today, in this lecture ten, I am going to continue with the topic entitled Speaking to Inform. Let's get started.

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- ▶ Hello ladies and gentlemen, welcome to the Public Speaking course with me Lerissa Daniela. I am a lecturer of the English Literature Department at Jakarta International University in Indonesia.
 - ▶ Today, in this lecture nine, I am going to continue with the topic entitled Designing and Using Presentation Aids. Let's get started.

Topics

This session will discuss several things:

Major goals of informative speeches

Types of informative speeches

Strategies to enhance audience understanding

Strategies to maintain audience interest

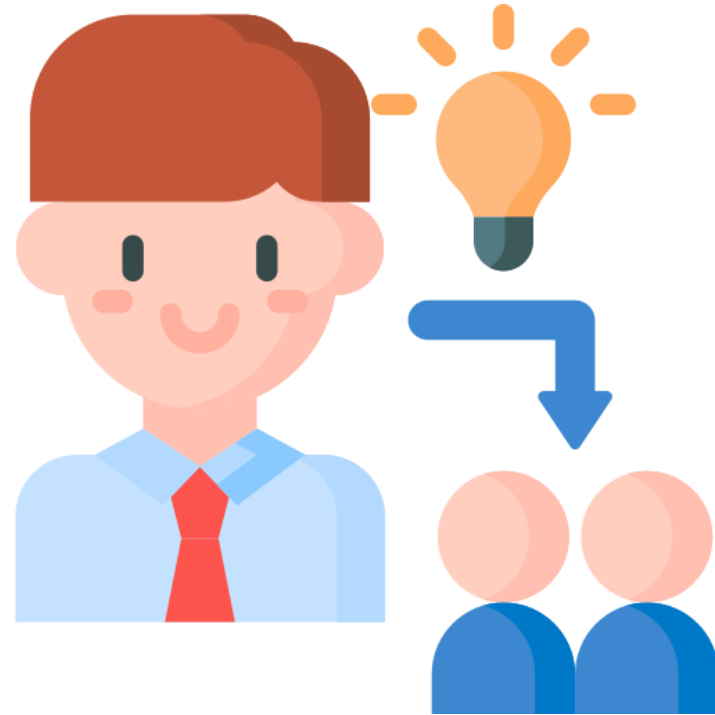
Strategies to enhance audience recall of information

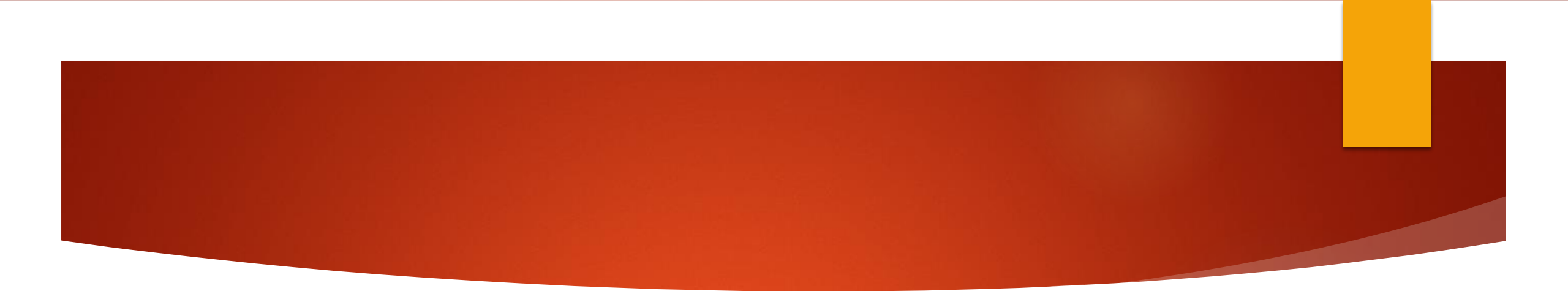
- ▶ A speech is to share information with others to enhance their knowledge or understanding of the information, concepts, and ideas you present.
- ▶ When you inform someone, you assume the role of a teacher by defining, illustrating, clarifying, or elaborating on a topic. You're not trying to persuade listeners by asking them to change their behavior. You are giving them information that is useful or interesting.



Goal of Informative Speeches

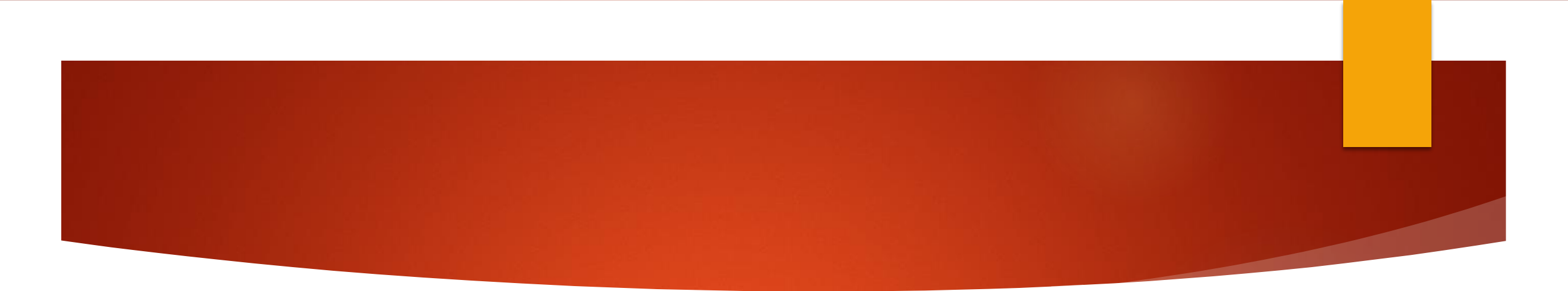
- ▶ To enhancing understanding
- ▶ To maintain interest
- ▶ To be remembered

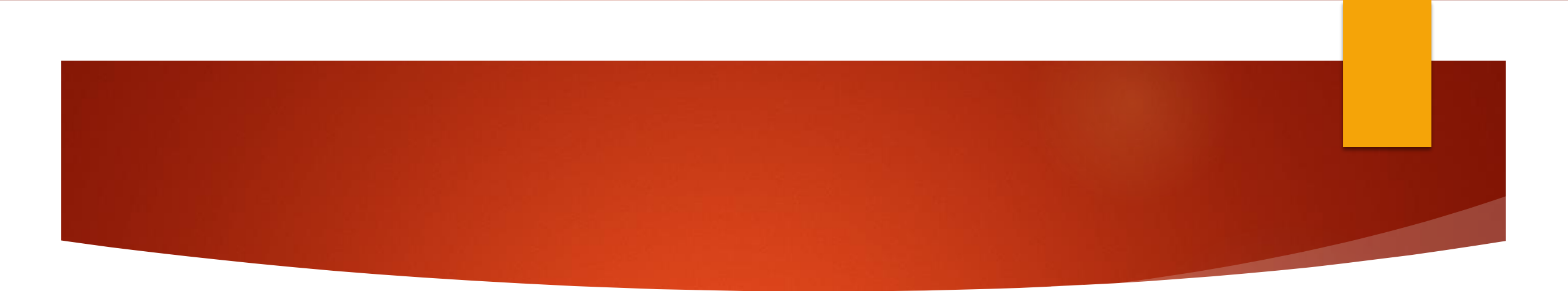


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- ▶ When you inform, you're typically attempting to achieve three goals:
 - ▶ You speak to enhancing understanding. Understanding occurs when a listener accurately interprets the intended meaning of a message.
 - ▶ You speak to maintain interest. You may have carefully selected words, examples, and illustrations that your listeners would understand, but if you listeners become bored and do not focus on your message, you won't achieve your informative-speaking goal.
 - ▶ You speak to be remembered. In the chapter on listening, we noted that one day after hearing a presentation, most listeners remember only about half of what they were told. Two days after the presentation, they recall only about 25 percent. Your job as an informative speaker is to improve on those statistics.

Informative Speech Topics

- ▶ **Objects:** Present information about tangible things
- ▶ **Procedures:** Review how something works or describe a process.
- ▶ **People:** Describe famous people or personal acquaintances.
- ▶ **Events:** Describe famous people or personal acquaintances.
- ▶ **Ideas:** Present abstract information or discuss principles, concepts, theories, or issues.

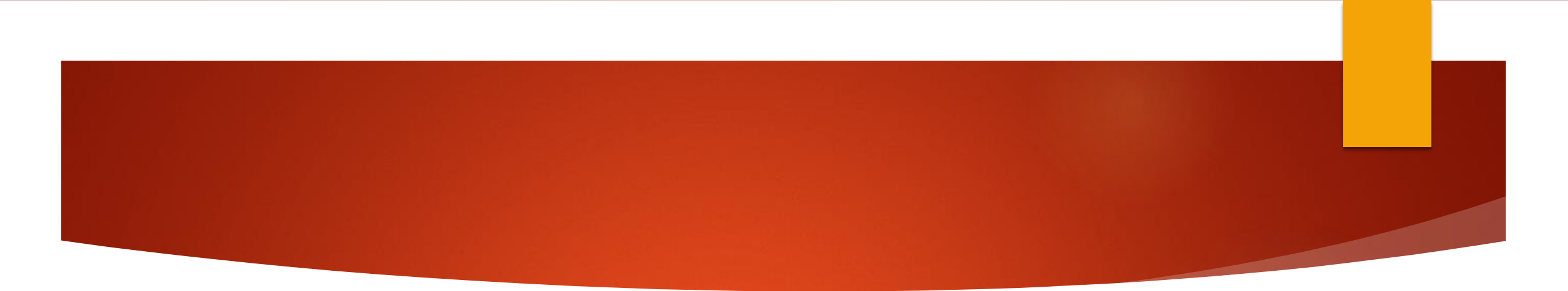
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- ▶ Informative speeches can be classified according to the subject areas they cover. In many informative presentations you will deliver, your topic will be provided for you, or the nature of the specific speaking opportunity will dictate what you talk about. If, for example, you're updating your boss about a project your work team has been developing, you need not wrack your brain for a speech topic. But if you have an invitation (or assignment) to give an informative speech and the topic choice is up to you, you might need help in selecting a topic and developing your purpose. Understanding the different types of informative speeches can give you good ideas for speech topics.

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- ▶ These are several topics that you may use to deliver your speech:
 - ▶ Speak about Objects: Present information about tangible things
 - ▶ Speak about Procedures: Review how something works or describe a process.
 - ▶ Speak about People: Describe famous people or personal acquaintances.
 - ▶ Speak about Events: Describe famous people or personal acquaintances.
 - ▶ Speak about Ideas: Present abstract information or discuss principles, concepts, theories, or issues.

Speeches about Objects

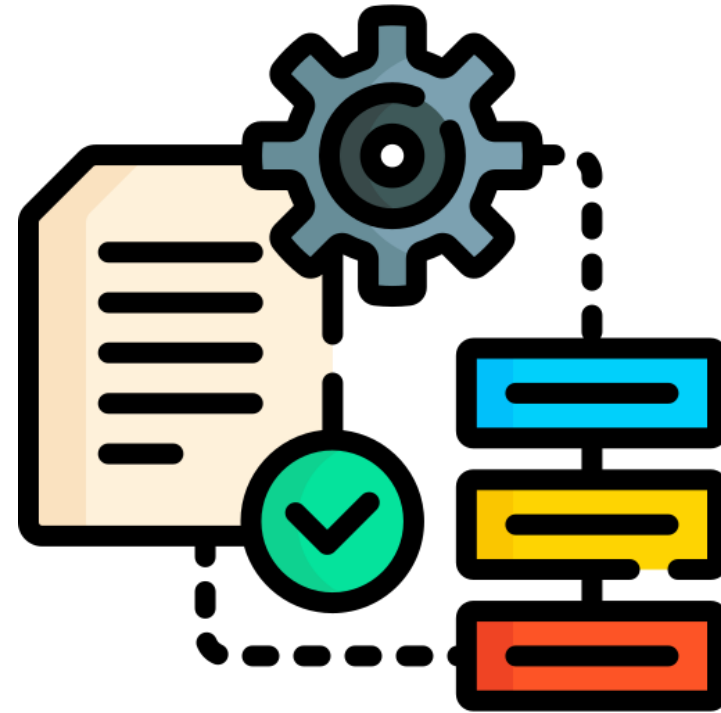
- ▶ A speech about an object might be about anything tangible.
- ▶ The time limit for your speech will determine the amount of detail you can share with your listeners.
- ▶ Speeches about objects may be organized topically, chronologically, or spatially.

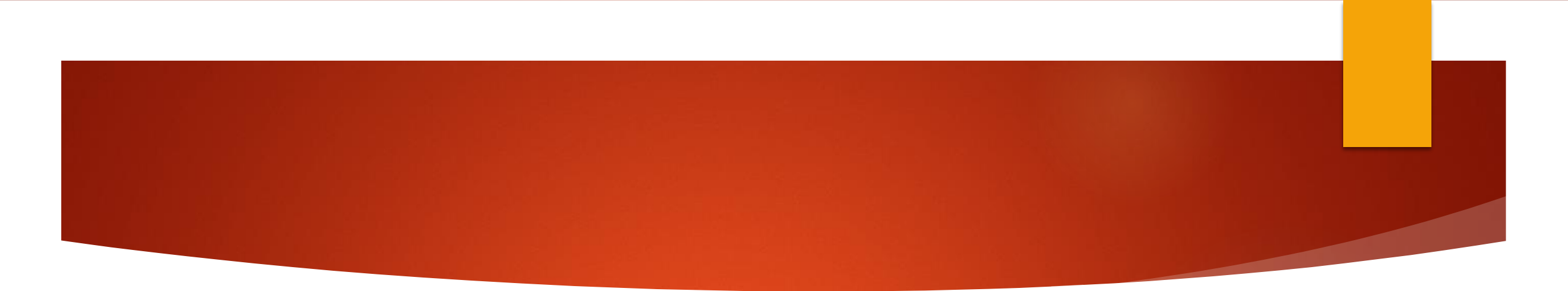


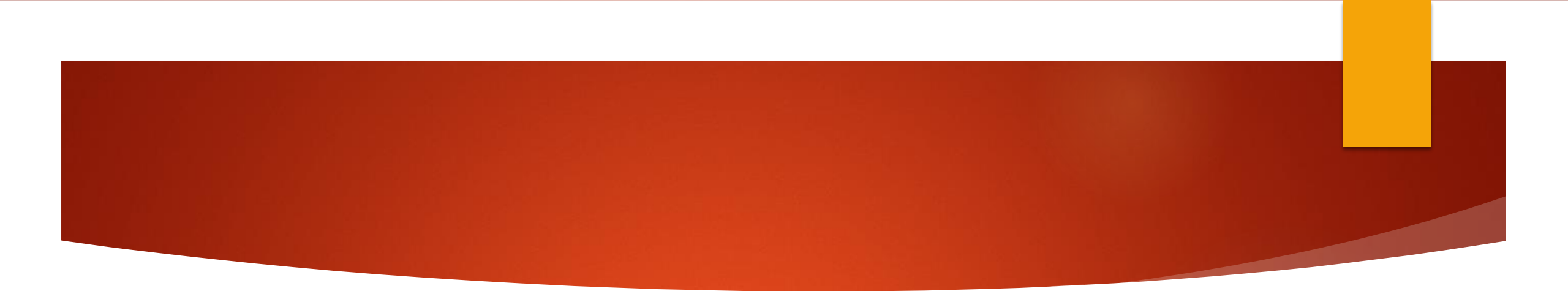
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- ▶ A speech about an object might be about anything tangible or anything that you can see or touch. You may or may not show the actual object to your audience while you are talking about it. Almost any kind of object could form the basis of an interesting speech, such as Something from your own collection (for example, baskets, comic books, antiques, baseball cards), Sports cars, Smartphones, cameras, World War II Memorial, Toys.
 - ▶ The time limit for your speech will determine the amount of detail you can share with your listeners. Even in a 30- to 45-minute presentation, you cannot talk about every aspect of any of the objects listed. You will need to focus on a specific purpose.
 - ▶ Speeches about objects may be organized topically, chronologically, or spatially. The speech about the Dead Sea Scrolls is organized topically. It could, however, be revised and organized chronologically. The first major idea could be Jewish life in Palestine two thousand years ago. The second point could present information about how the scrolls were found in the 1940s and 1950s. The final major idea could be the construction in the 1960s of the museum in Jerusalem that houses the famous scrolls. Or the speech could be organized spatially, describing the physical layout of the caves in which the scrolls were found.

Speeches about Procedures

- ▶ Explains how something works or describes a process that produces a particular outcome.
- ▶ Your audience should be able to describe, understand, or perform the procedure you have described.
- ▶ Focuses on how a process is completed or how something can be accomplished.
- ▶ Often presented in workshops or other training situations in which people learn skills.

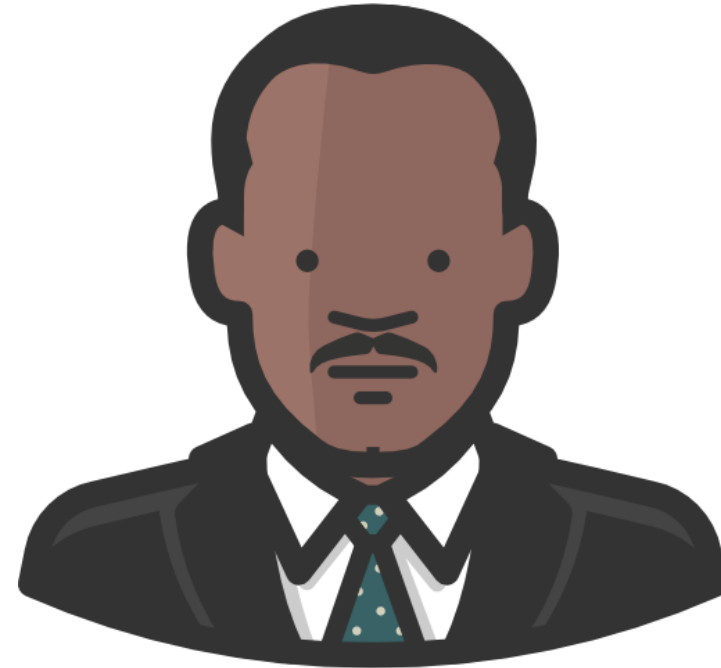


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- ▶ A speech about a procedure discusses how something works (for example, the human circulatory system) or describes a process that produces a particular outcome (for example, how grapes become wine). At the close of such a speech, your audience should be able to describe, understand, or perform the procedure you have described. Here are some examples of procedures that could be the subjects of effective informative presentations:
 - ▶ How state laws are made
 - ▶ How the U.S. patent system works
 - ▶ How an e-book reader works
 - ▶ How to refinish furniture
 - ▶ How to write a resume
 - ▶ How to plant an organic garden
 - ▶ How to select a graduate school

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- ▶ Notice that all these examples start with the word how. A speech about a procedure usually focuses on how a process is completed or how something can be accomplished. Speeches about procedures are often presented in workshops or other training situations in which people learn skills.

Speeches about People

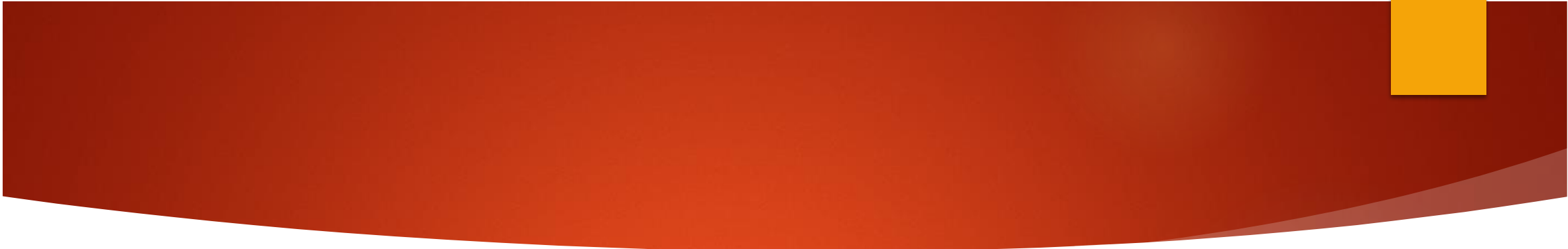
- ▶ A biographical speech could be about someone famous or about someone you know personally. Most of us enjoy hearing about the lives of real people, famous or not, living or dead, who had some special quality.
- ▶ The key to presenting an effective biographical speech is to be selective: Don't try to cover every detail of your subject's life.



- ▶ A biographical speech could be about someone famous or about someone you know personally. Most of us enjoy hearing about the lives of real people, famous or not, living or dead, who had some special quality. The key to presenting an effective biographical speech is to be selective: Don't try to cover every detail of your subject's life. Relate the key elements in the person's career, personality, or other significant life features so that you are building to a particular point rather than just reciting facts about an individual. Perhaps your grandfather was known for his generosity, for example. Mention some notable examples of his philanthropy. If you are talking about a well-known personality, pick information or a period that is not widely known, such as the person's private hobby or childhood.

- ▶ For example

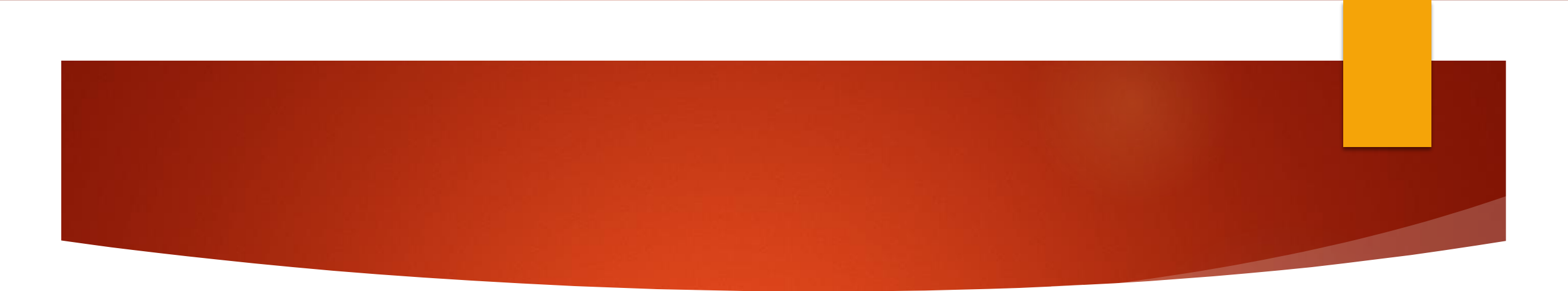
- ▶ *To enter Hazel's house is to enter a combination greenhouse and zoo. Plants are everywhere; it looks and feels like a tropical jungle. Her home is always warm and humid. Her dog Peppy, her cat Bones, a bird named Elmer, and a fish called Frank can be seen through the philodendron, ferns, and pansies. While Hazel loves her plants and animals, she loves people even more. Her finest hours are spent serving coffee and homemade chocolate pie to her friends and neighbors, playing Uno with family until late in the evening, and just visiting about the good old days. Hazel is one of a kind.*

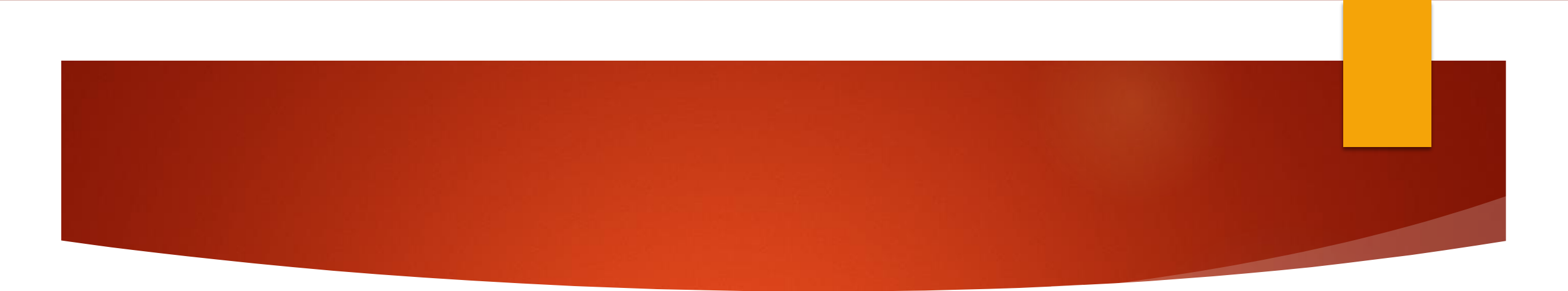
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- ▶ Note how the speech captures Hazel's personality and charm. Speeches about people should give your listeners the feeling that the person is a unique, authentic individual. One way to talk about a person's life is in chronological order: birth, school, career, marriage, achievements, death. However, if you are interested in presenting a specific theme, such as "Winston Churchill, master of English prose," you might decide instead to organize key experiences topically. First, you would discuss Churchill's achievements as a brilliant orator whose words defied Germany in 1940; you might then trace the origins of his skill to his work as a cub reporter in South Africa during the 1899–1902 Boer War.

Speeches about Events

- ▶ A major event you have witnessed or researched can form the basis of a fascinating informative speech.
- ▶ Your goal is to describe the event in concrete, tangible terms and to bring the experience to life for your audience.



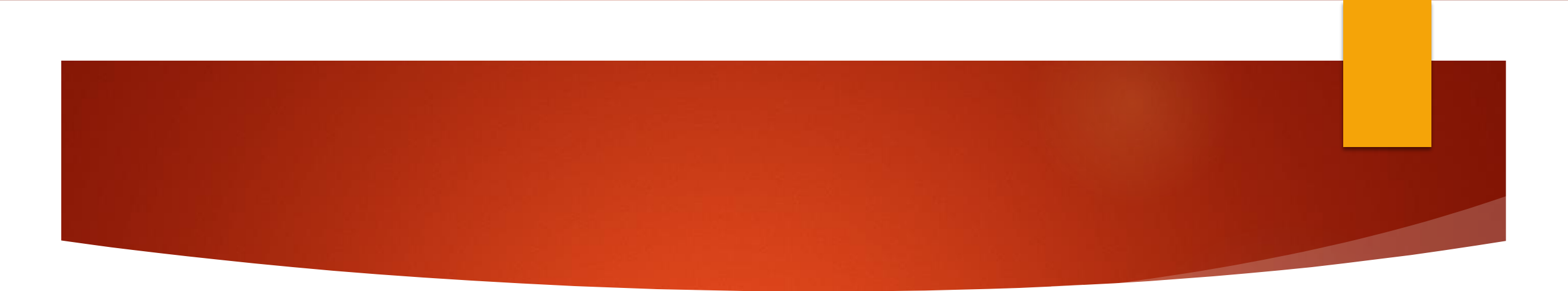
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- ▶ Where were you on September 11, 2001? Even though you might have been in elementary school, chances are that you clearly remember where you were and what you were doing on that and other similarly fateful days. Major events punctuate our lives and mark the passage of time. A major event can form the basis of a fascinating informative speech. You can choose to talk about either an event that you have witnessed or one that you have researched.
 - ▶ Make the event come alive. Your goal is to describe the event in concrete, tangible terms and to bring the experience to life for your audience. Were you living in New Jersey when Hurricane Sandy struck? Have you witnessed the inauguration of a president, governor, or senator? Have you experienced the ravages of a flood or earthquake? Or you might want to re-create an event that your parents or grandparents experienced. What was it like to first learn of the death of President Kennedy on November 22, 1963?

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- ▶ You might have heard a recording of the famous radio broadcast of the explosion and crash of the dirigible Hindenburg in 1937. The announcer's ability to describe both the scene and the incredible emotion of the moment has made that broadcast a classic even today, 80 years after it occurred. As that broadcaster was able to do, your purpose as an informative speaker describing an event is to make that event come alive for your listeners and to help them visualize the scene.
 - ▶ Organize for effect. Most speeches that are built around an event follow a chronological arrangement. But a speech about an event might also describe the complex issues or causes behind the event and thus be organized topically.
 - ▶ For example, if you were to talk about the Civil War, you might choose to focus on the three causes of the war:
 - ▶ Political
 - ▶ Economic
 - ▶ Social
 - ▶ Although these main points are topical, specific subpoints may be organized chronologically. However you choose to organize your speech about an event, your audience should be enthralled by your vivid description.

Speeches about ideas

- ▶ Speeches about ideas are usually more abstract than other types of speeches.
- ▶ Most speeches about ideas are organized topically (by logical subdivisions of the central idea) or according to complexity (from simple ideas to more complex ones).
- ▶ Merely presenting information about an idea without relating it to the interests and needs of the audience will likely result in uninterested or bored listeners.



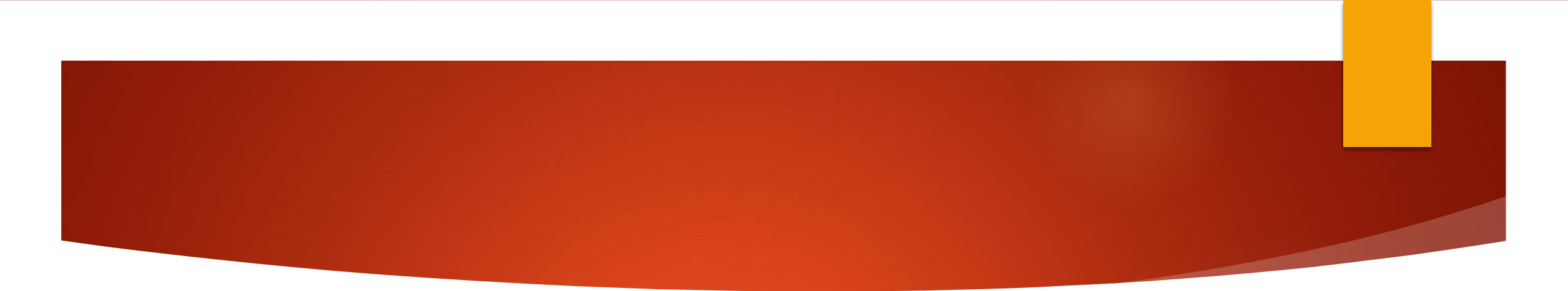
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- ▶ Speeches about ideas are usually more abstract than other types of speeches. The following principles, concepts, and theories might be topics of speeches about ideas:
 - ▶ Principles of communication
 - ▶ Freedom of speech
 - ▶ Evolution
 - ▶ Theories of aging
 - ▶ Islam
 - ▶ Communal living
 - ▶ Positive psychology
 - ▶ Most speeches about ideas are organized topically by logical subdivisions of the central idea, or according to complexity, from simple ideas to more complex ones.

Strategies to Enhance Audience Understanding

Speak with Clarity

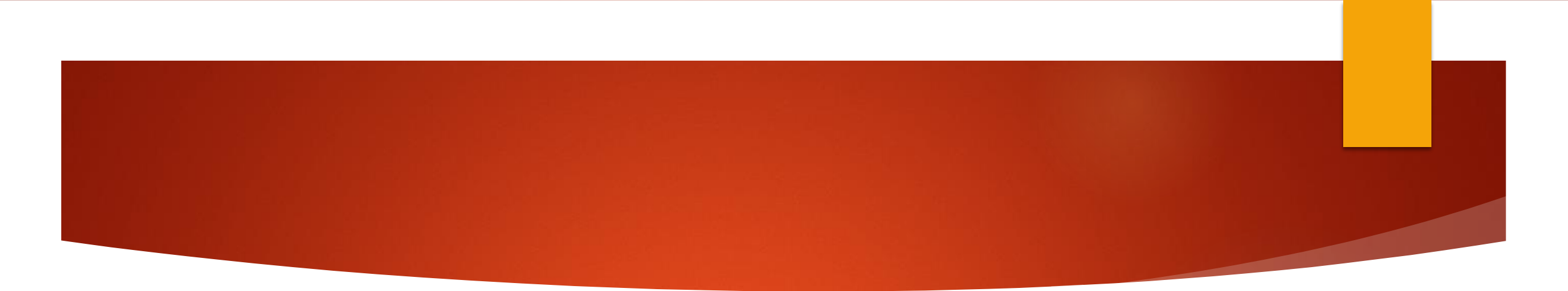
Use Principles and Techniques of Adult Learning

Clarify Unfamiliar Ideas or Complex Processes

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- ▶ The skill of teaching and enhancing understanding is obviously important to teachers, but it's also important to virtually any profession. Whether you're a college professor, chief executive officer of a Fortune 500 company, or a parent raising a family, you will be called on to teach and explain.
 - ▶ At the heart of creating understanding is the ability to relate the information to listeners. Just because an idea, term, or concept has been around for centuries doesn't mean that it is easy to understand or that audience members understand the relevance of the information to their own lives. The Internet gives us access to a wealth of information, but having access to information is not the same thing as understanding the information. How do you enhance someone's knowledge or understanding? We can suggest several powerful strategies.

Speak with clarity

- ▶ Speak with clarity is to express ideas so that the listener understands the intended message accurately.
- ▶ Only the listener can tell you whether he or she has effectively received your message.
- ▶ The most effective speakers build in success by consciously developing and presenting ideas with the listener in mind.

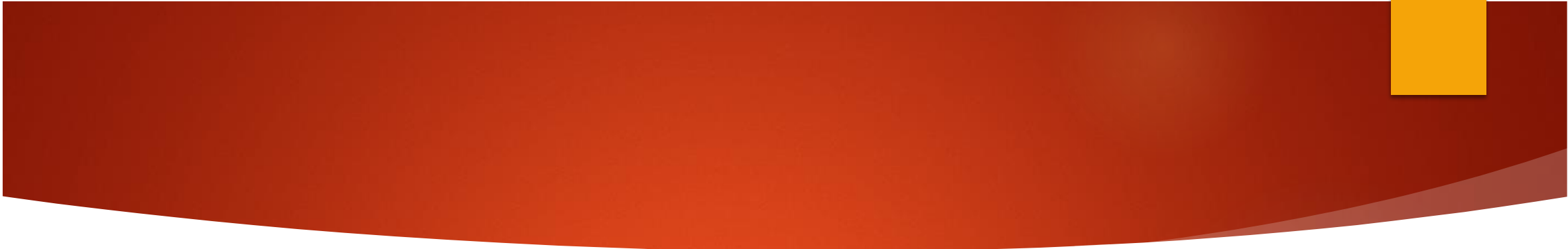
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- ▶ To speak with clarity is to express ideas so that the listener understands the intended message accurately. Speaking clearly is an obvious goal of an informative speaker. What is not so obvious is how to speak clearly.
 - ▶ As a speaker, you might think you're being clear, but only the listener can tell you whether he or she has received your message. When you know something, you're likely to think that it's also clear to someone else. Whether it's how to drive a car or how to care for an aardvark, if you are already familiar with a topic, you're likely to think your task of communicating an idea to someone is easier than it is.
 - ▶ Give careful thought to how you will help listeners understand your message. The most effective speakers build in success by consciously developing and presenting ideas with the listener in mind rather than flinging information at listeners and hoping that some of it sticks.

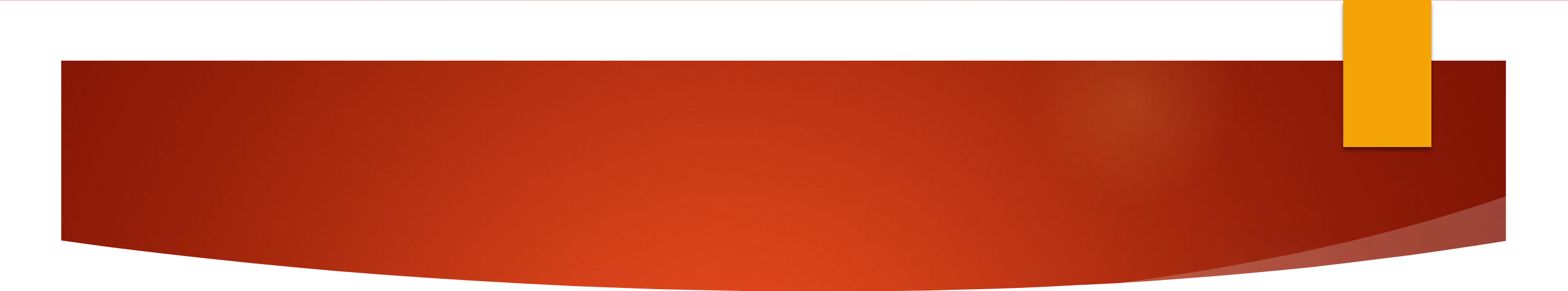
Strategies to Enhance Message Clarity

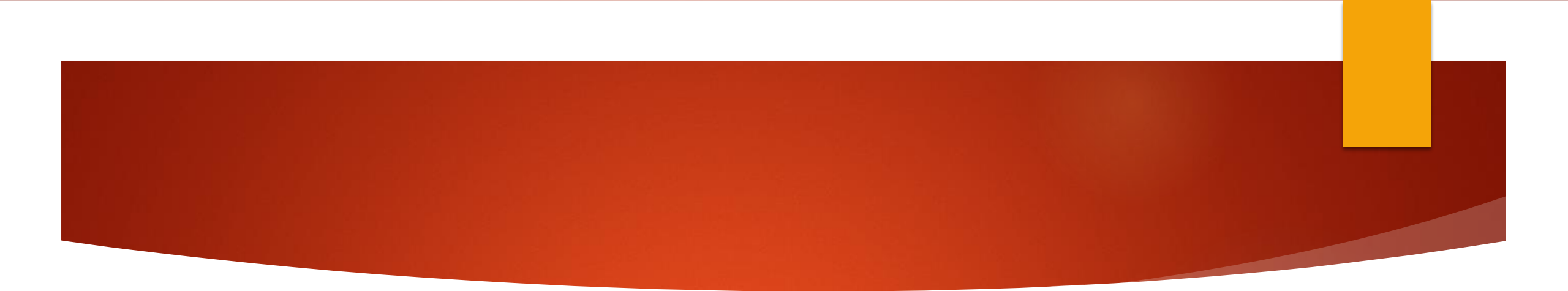
- ▶ Preview your main ideas in your introduction.
- ▶ Explain how what you present relates to a previous point.
- ▶ Frequently summarize key ideas.
- ▶ Provide a visual outline to help listeners follow your ideas.
- ▶ Before your talk, provide a handout with the major points outlined; leave space so listeners can jot down key ideas.
- ▶ Once you announce your topic and outline, stay on message.

Use Principles and Techniques of Adult Learning

- ▶ Provide information that is applicable to audience members' needs and interests.
- ▶ Actively involve listeners in the learning process.
- ▶ Connect listeners' life experiences with new information.
- ▶ Make new information relevant to listeners' needs and their busy lives.
- ▶ Help listeners solve their problems.

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- ▶ Most public-speaking audiences you face will consist of adults. Perhaps you've heard of pedagogy, the art and science of teaching children. The word pedagogy is based on the Greek words. Pedagogy is the art and science of teaching children.
 - ▶ Adult learning is called andragogy, means "adult." Andragogy is the art and science of teaching adults. Researchers and scholars have found andragogical approaches that are best for adult learning. What are andragogical, or adult-learning, principles?

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- ▶ Provide information that is applicable to audience members' needs and interests. Most people who work in business have an in-basket on their desk to receive letters that must be read and work that must be done. Each of us also has a kind of mental in-basket, an agenda for what we want or need to accomplish. If you present adult listeners with information that they can apply immediately to their "in-baskets," they are more likely to focus on and understand your message.
 - ▶ Actively involve listeners in the learning process. Rather than having your listeners sit passively as you speak, consider asking them questions to think about or, in some cases, to respond to on the spot.
 - ▶ Connect listeners' life experiences with the new information they learn. Adult listeners are more likely to understand your message if you help them connect new information with their past experiences. The primary way to do this is to know the kinds of experiences that your listeners have had and then refer to those experiences as you present your ideas.

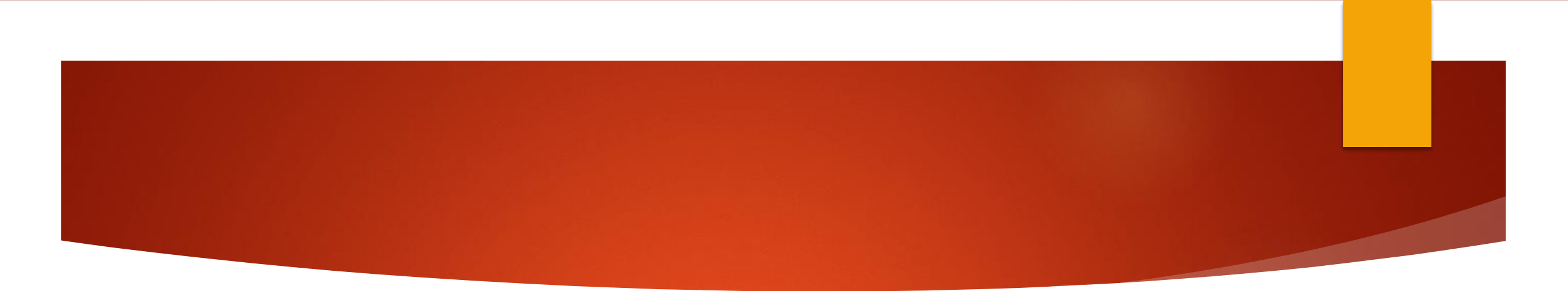
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- ▶ Make new information relevant to listeners' needs and their busy lives. Most adults are busy—probably, if pressed, most will say they are too busy for their own good. So when speaking to an adult audience, realize that any information or ideas you share will more likely be heard and understood if you relate what you say to their chock-full-of-activity lives. People working, going to school, raising families, and involved in their communities need to be shown how the ideas you share are relevant to them.
 - ▶ Help listeners solve their problems. Most people have problems and are looking for solutions to them. People will be more likely to pay attention to information that helps them to better understand and solve their problems.

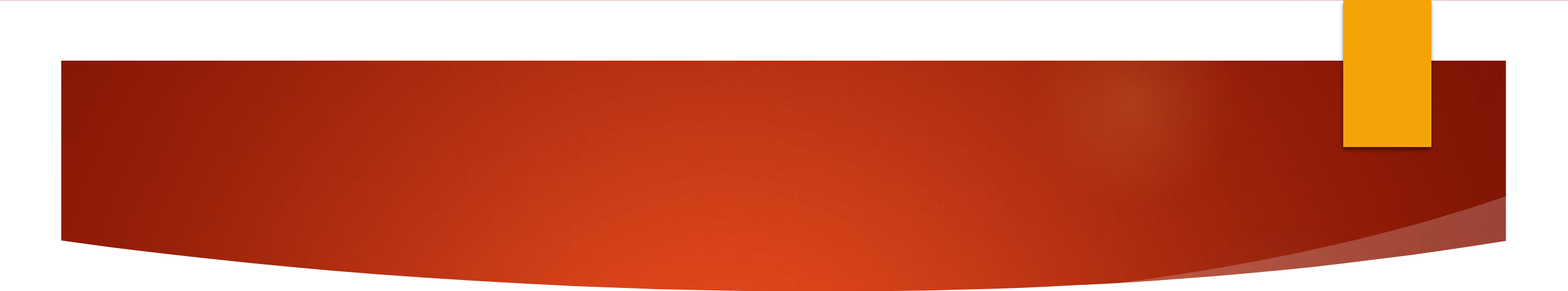
Clarify Unfamiliar Ideas or Complex Processes

Use analogies.

Use a vivid descriptions

Use word picture.

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- ▶ If you want to tell your listeners about a complex process, you will need more than definitions to explain what you mean. Research suggests that you can demystify a complex process if you first provide a simple overview of the process with an analogy, vivid description, or word picture.
 - ▶ Use analogies. If a speaker said, “the milky way galaxy is big,” you would have a vague idea that the cluster of stars and space material that make up the milky way was large. But if the speaker said, “if the milky way galaxy were as big as the continent of north america, our solar system would fit inside a coffee cup,” you’d have a better idea of just how big the milky way is and, by comparison, how small our solar system is. As we discussed earlier, an analogy is a comparison of two things. It’s an especially useful technique to describe complex processes because it can help someone to understand something difficult to grasp by comparing it to something already understood. For example, show the size of the milky way using a coffee cup as the analogy. By helping your listeners compare something new to something they already know or can visualize, you are helping to make your message clear.

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- ▶ Use a vivid, descriptive word picture. When you describe, you provide more detail than you do when you define something. One way to describe a situation or event is with a word picture. A word picture is a lively description that helps your listeners to form a mental image by appealing to their senses of sight, taste, smell, sound, and touch. The how to box walks you through instructions for developing effective word pictures.
 - ▶ Be sure to describe the emotions that a listener might feel if he or she were to experience the situation you relate. Ultimately, your goal is to use just the right words to evoke an emotional response from the listener. If you experienced the situation, describe your own emotions. Use specific adjectives rather than general terms such as happy or sad.

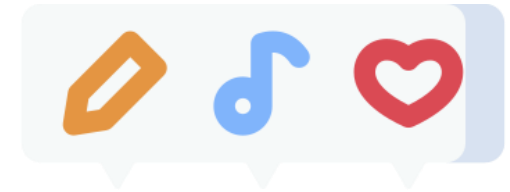
Strategies to Maintain Audience Interest

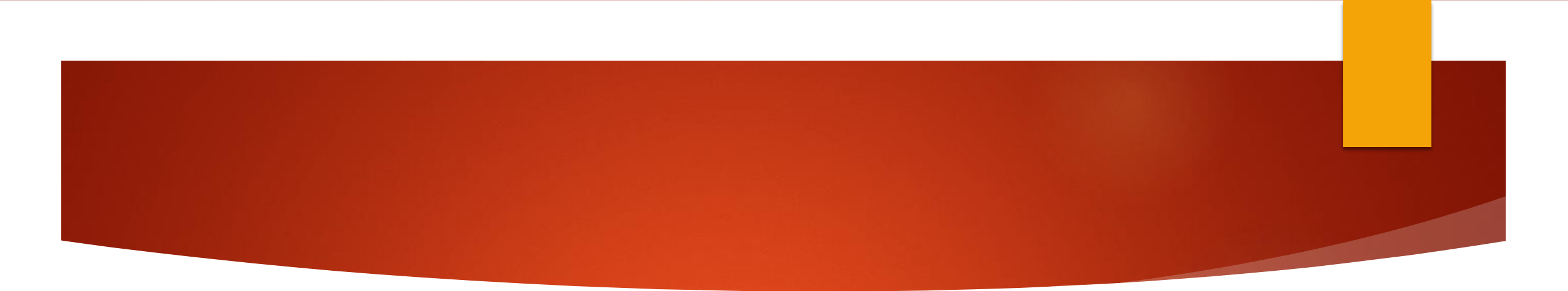
Motivate Your Audience to Listen to You

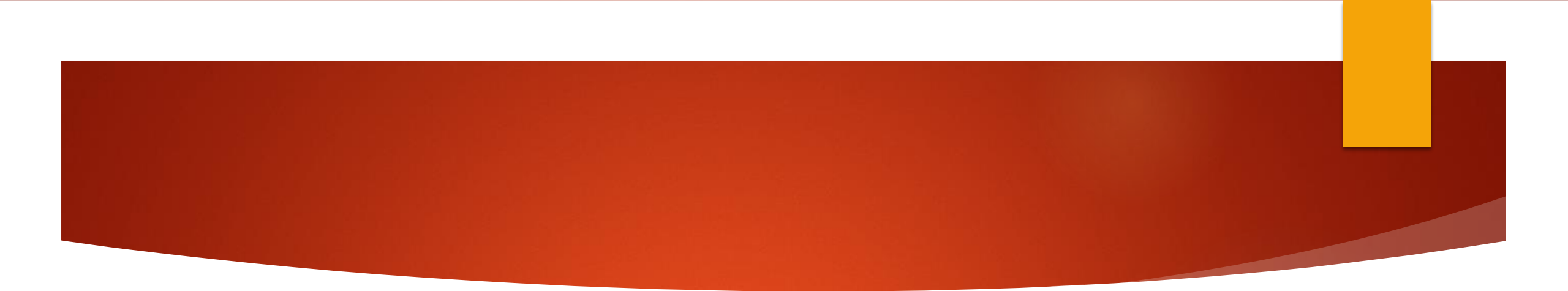
Tell a Story

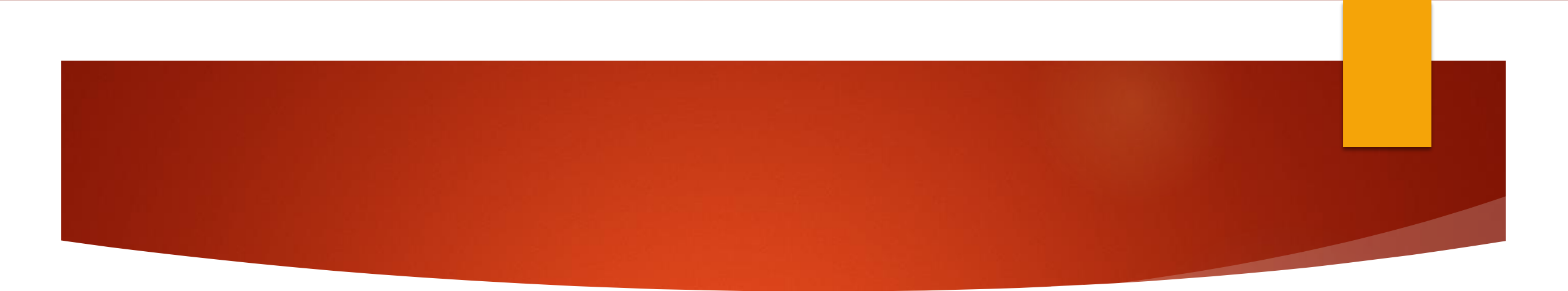
Present Information That Relates to Your Listeners

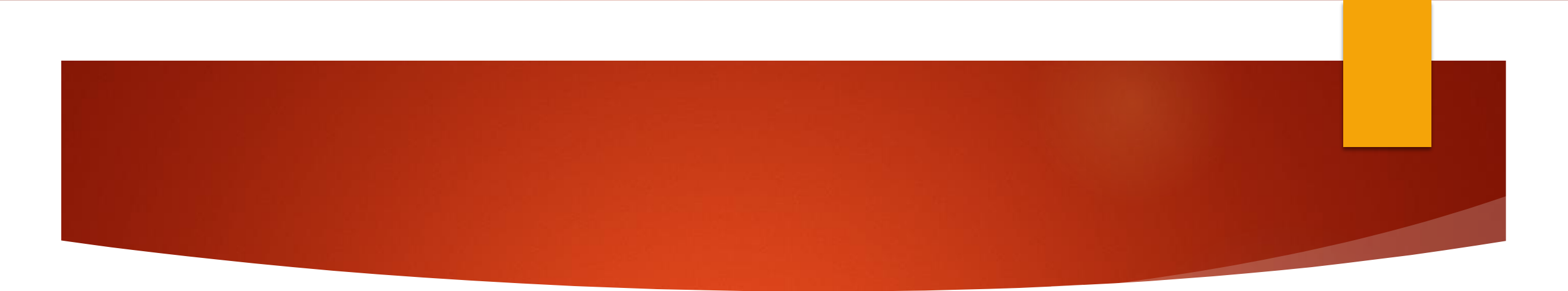
Use the Unexpected



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- ▶ No matter how carefully crafted your definitions, how skillfully delivered your description, or how visually reinforcing your presentation aid, if your listeners aren't paying attention, you won't achieve your goal of informing them. Strategies for gaining and holding interest are vital in achieving your speaking goal.
 - ▶ Most audiences will probably not be waiting breathlessly for you to talk to them.

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- ▶ You will need to motivate them to listen to you. Some situations have built-in motivations for listeners. A teacher can say, “There will be a test covering my lecture tomorrow. It will count as 50 percent of your semester grade.” Such threatening methods might not make the teacher popular, but they certainly will motivate the class to listen. Similarly, a boss might say, “Your ability to use these sales principles will determine whether you keep your job.” Your boss’s statement will probably motivate you to learn the company’s sales principles. However, because you will rarely have the power to motivate your listeners with such strong-arm tactics, you will need to find more creative ways to get your audience to listen to you.
 - ▶ Never assume that your listeners will be automatically interested in what you have to say. Pique their interest with a rhetorical question. Tell them a story. Tell them how the information you present will be of value to them. As the British writer G. K. Chesterton once said, “There is no such thing as an uninteresting topic; there are only uninterested people.”

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- ▶ Good stories with interesting characters and riveting plots have fascinated listeners for millennia; the words “Once upon a time” are usually surefire attention-getters. A good story is inherently interesting. Stories are also a way of connecting your message to people from a variety of cultural backgrounds.
 - ▶ Think of a favorite story and see if you can fit it into one of these categories. A good story includes conflict, incorporates action, creates suspense, and may also include humor.

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- ▶ Present Information That Relates to Your Listeners. Throughout this book, we have encouraged you to develop an audience-centered approach to public speaking. Being an audience-centered informative speaker means being aware of information that your audience can use. If, for example, you are going to teach your audience pointers about recycling, be sure to talk about specific recycling efforts on your campus or in your community. Adapt your message to the people who will be in your audience.
 - ▶ You can surprise your audience to catch their attention. Besides surprising your listeners, you might maintain their attention by creating mystery or suspense. Stories are a great way to add drama and interest to a talk—especially a story that moves audience members to try to solve a riddle or problem. One technique for creating a “mini-mystery” is to ask a rhetorical question. You don’t necessarily expect an audible answer from audience members, but you do want them to have a mental response. Here’s an example:
 - ▶ “Would you know what to do if you were stranded, out of gas, at night, without your cell phone?” By getting listeners to ponder your question, you actively engage them in your message rather than relying on them to passively process your words.

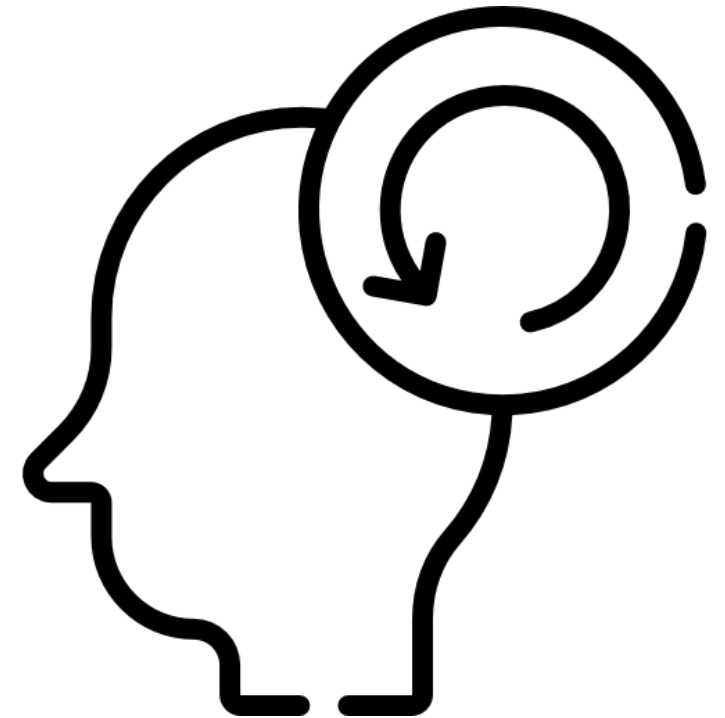
Strategies to Enhance Audience Recall

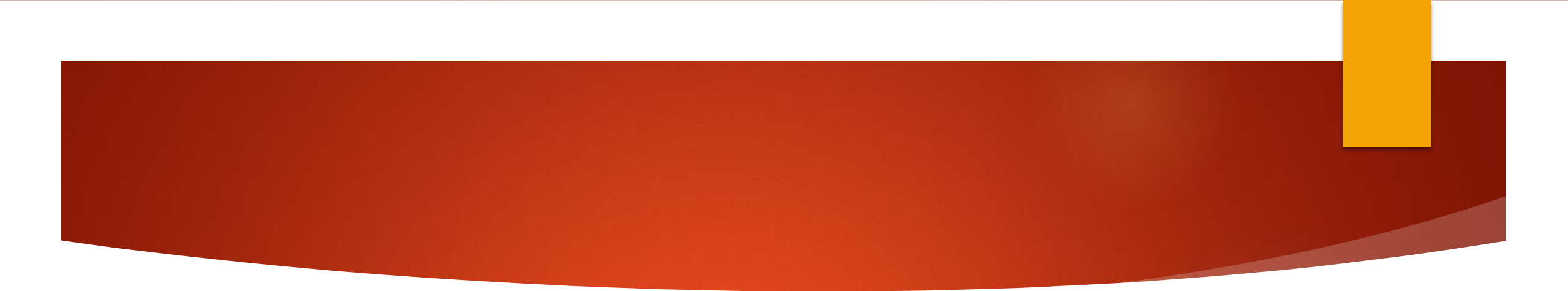
Build in redundancy

Make your key ideas short and simple

Pace your information flow

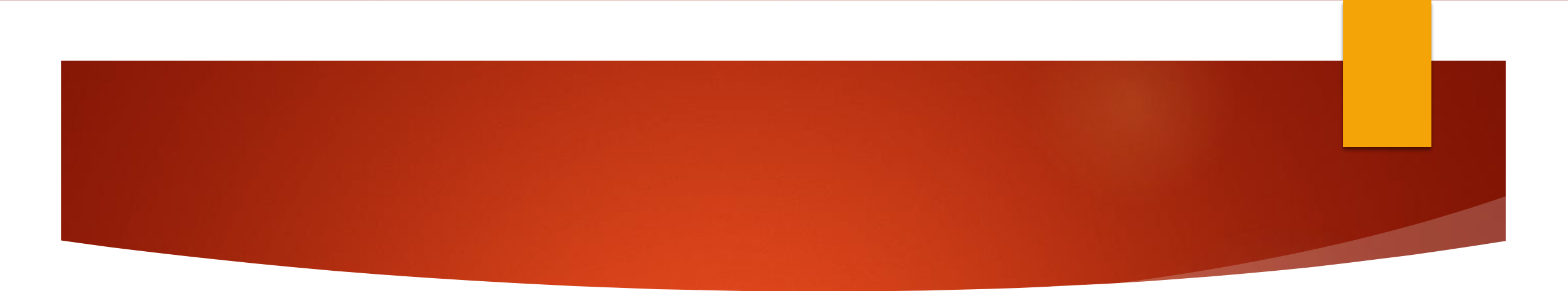
Reinforce key ideas



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- ▶ Think of the best teacher you ever had. He or she was probably a good lecturer with a special talent for being not only clear and interesting but also memorable. The very fact that you can remember your teacher is a testament to his or her talent. Like teachers, some speakers are better than others at presenting information in a memorable way. In this final section, we review strategies that will help your audiences to remember you and your message.

Build in Redundancy

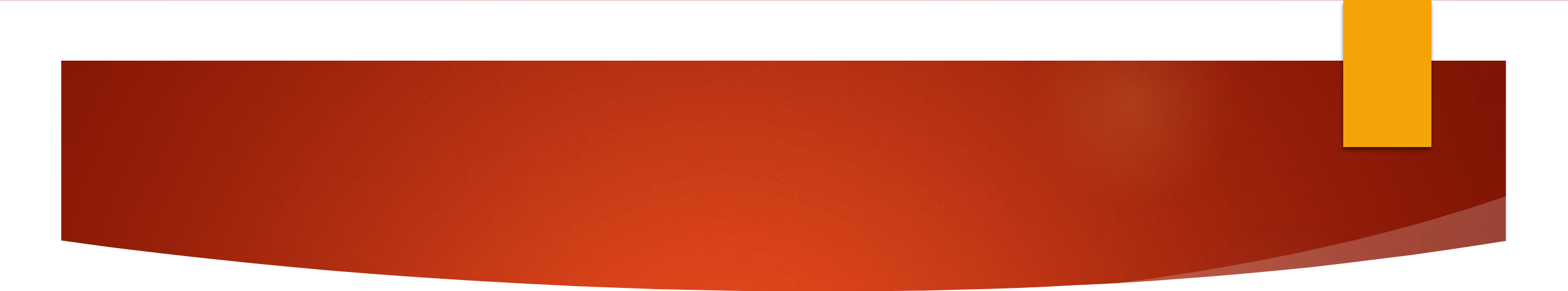
- ▶ Provide a clear preview at the beginning of your talk.
- ▶ Include an explicit summary of your main points in your conclusion.
- ▶ Sprinkle in one or more internal summaries of your key ideas.
- ▶ Use numeric signposts.
- ▶ Use a reinforcing visual aid that displays your key ideas.
- ▶ Consider preparing a handout or an outline of key ideas.

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- ▶ It is seldom necessary for writers to repeat themselves. If readers don't understand a passage, they can go back and read it again. When you speak, however, audience members generally cannot stop you if a point in your speech is unclear or if their minds wander. It is helpful to repeat key points.
 - ▶ How do you make your message redundant without insulting your listeners' intelligence?
 - ▶ Provide a clear preview at the beginning of your talk.
 - ▶ Include an explicit summary of your main points in your conclusion.
 - ▶ Sprinkle in one or more internal summaries of your key ideas. An internal summary is simply a short review of what you have just presented. Internal summaries make good transitions between major ideas.
 - ▶ Use numeric signposts (numbering key ideas by saying, "My first point is . . . , My second point is . . . , And now here's my third point: . . .") as another way of making sure you audience can identify your key ideas.
 - ▶ Use a reinforcing visual aid that displays your key ideas.
 - ▶ If you really want to ensure that listeners come away from your speech with essential information, consider preparing a handout or an outline of key ideas. (But as we noted in the chapter on presentation aids, when using a handout, make sure the audience remains focused on you, not on your handout.)

Make Your Key Ideas Short and Simple

Distill your key ideas down to a few brief and simple phrases.

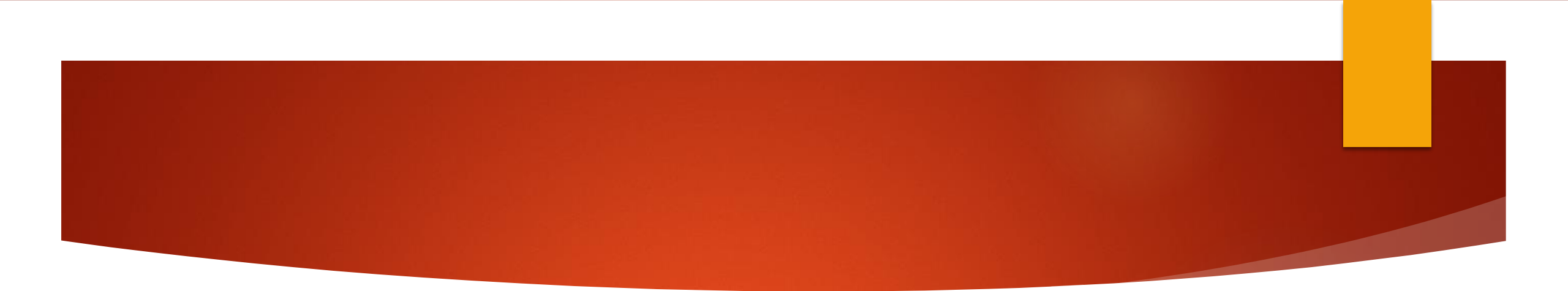
Crystallize the central idea into a one-sentence summary.

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- ▶ When we say that you should make your messages simple, we don't mean that you need to give 30-second speeches. Rather, we mean that when you distill your key ideas down to a few brief and simple phrases, your audience will be more likely to remember what you say.
 - ▶ Can you remember more than seven things? One classic research study concluded that people can hold only about seven pieces of information, such as the numbers in a seven-digit phone number, in their short-term memory. If you want your listeners to remember your message, don't bombard them with a lengthy list. With the advent of PowerPoint, some speakers may be tempted to spray listeners with a shower of bulleted information. Resist this temptation. An important speech-preparation technique that we've suggested is to crystallize the central idea of your message into a one-sentence summary of your speech. To help your audience remember your central-idea statement, make it short enough to fit on a car bumper sticker. For example, rather than saying, "The specific words that people use and the way in which people express themselves are influenced by culture and other socioeconomic forces," say instead, "Language shapes our culture, and culture shapes our language." The message not only is shorter, but also it uses the technique of antithesis, opposition expressed with a parallel sentence structure.
 - ▶ Perhaps you've heard this advice as the KISS principle: Keep It Simple, Sweetheart. Make your message simple enough for anyone to grasp quickly. Here's this idea phrased as a bumper sticker: Keep it short and simple.

Pace Your Information Flow

Organize your speech.

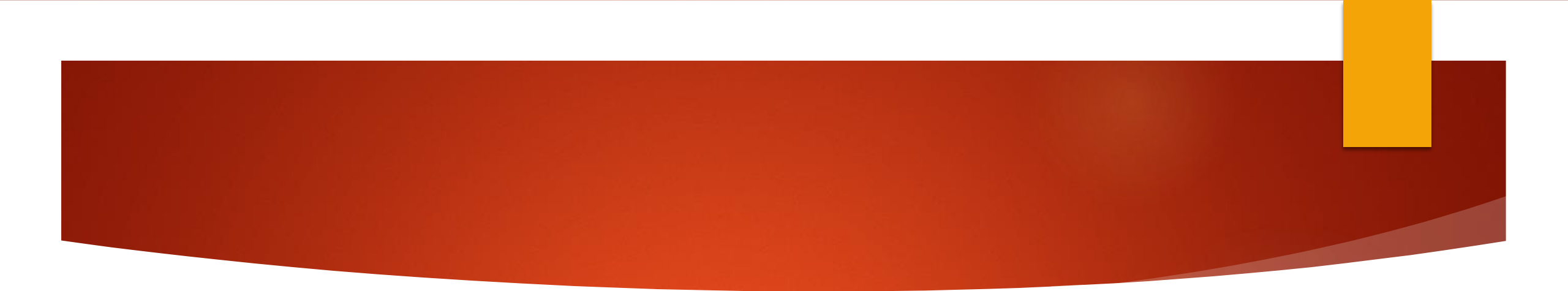
Use supporting materials.

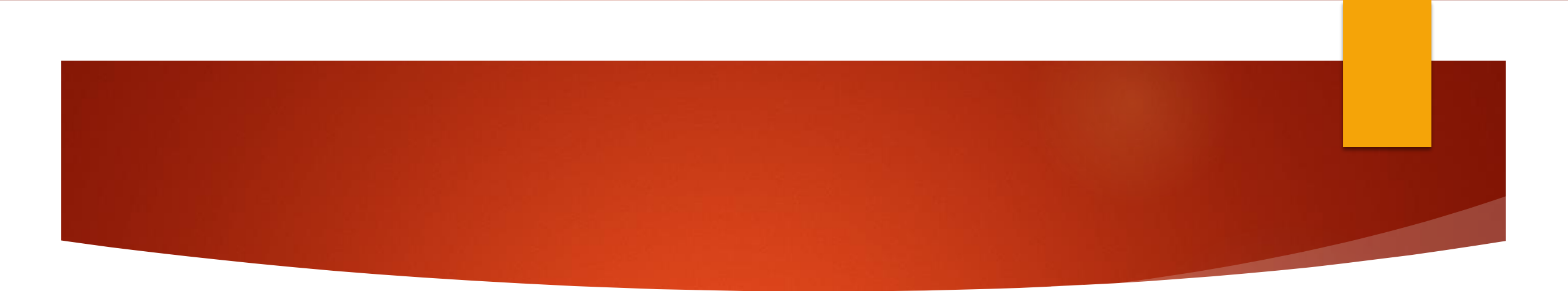
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- ▶ Organize your speech so that you present an even flow of information, rather than bunch up too many significant details around one point. If you present too much new information too quickly, you may overwhelm your audience. Listeners' ability to understand may falter. You should be especially sensitive to the flow of information if your topic is new or unfamiliar to your listeners. Make sure that your audience has time to process any new information you present. Use supporting materials both to help clarify new information and to slow down the pace of your presentation.
 - ▶ Again, do not try to see how much detail and content you can cram into a speech. Your job is to present information so that the audience can grasp it, not to show off how much you know.

Reinforce Key Ideas

Reinforce key ideas verbally

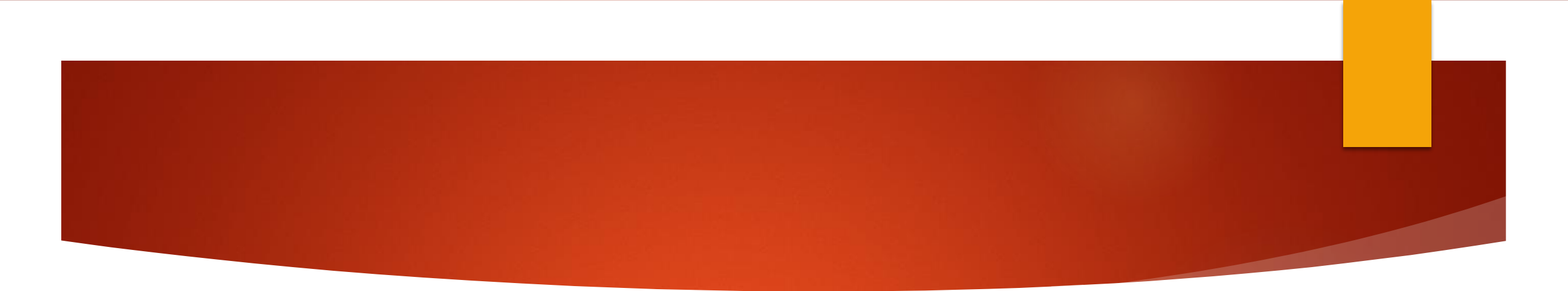
Reinforce key ideas nonverbally

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- ▶ The last point is one of the most powerful techniques of all: Reinforce key ideas verbally or nonverbally to make your idea memorable.
 - ▶ Reinforce Key Ideas Verbally. Suppose you have four suggestions for helping your listeners to avoid serious sunburn and your last suggestion is the most important. How can you make sure your audience knows that? Just tell them. “Of all the suggestions I’ve given you, this last tip is the most important one: The higher the SPF level on your sunscreen, the better.”
 - ▶ You can verbally reinforce an idea by using such phrases as “This is the most important point” or “Be sure to remember this next point; it’s the most compelling one.” Be careful not to overuse this technique. If you claim that every other point is a key point, soon your audience will not believe you.

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- ▶ Reinforce Key Ideas Nonverbally. The way you deliver an idea can give it special emphasis:
 - ▶ Use gestures. Gestures serve the purpose of accenting or emphasizing key phrases, as italics do in written messages.
 - ▶ Use vocal cues. Pausing just before or just after making an important point will focus attention on your thought. Raising or lowering your voice can also reinforce a key idea.
 - ▶ Use movement. Moving from behind the lectern to tell a personal anecdote can signal that something special and more intimate is about to be said.
 - ▶ As we discussed in earlier, your movement and gestures should be meaningful and natural rather than seeming arbitrary or forced. Your need to emphasize an idea can provide the motivation to make a meaningful movement.

Conclusion

- ▶ To inform is to teach someone something you know.
- ▶ Informative speeches have three goals: to enhance understanding, to maintain interest, and to be remembered.
- ▶ Informational speech topics: objects, procedures, people, events or experiences, and ideas.
- ▶ To enhance your listeners' understanding of a message you should speak clearly, use principles and techniques of adult learning, clarify complex processes, use descriptions effectively, and combine spoken words and visuals.

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- ▶ To inform is to teach someone something you know. Public speakers use specific goals, principles, and strategies to inform others. Informative speeches have three goals—to enhance understanding, to maintain interest, and to be remembered.
 - ▶ Speeches about objects discuss tangible things. Speeches about procedures explain a process or describe how something works. Speeches about people can be about either the famous or the little known. Speeches about events describe major occurrences or personal experiences. Speeches about ideas discuss often abstract principles, concepts, or theories.
 - ▶ To enhance your listeners' understanding of a message, (1) speak with clarity, (2) use principles and techniques of adult learning, (3) clarify complex processes, (4) use descriptions effectively, and (5) combine spoken words, visuals, and kinesthetic opportunities to appeal to listeners with a variety of learning styles.
 - ▶ To gain and maintain interest in your informative talk, follow four important principles. First, motivate your audience to listen to you. Second, tell a story; a well-told story almost always works to keep listeners focused on you and your message. Third, present information that relates to your listeners' interests; in essence, be audience-centered. Finally, use the unexpected to surprise your audience.



Thank you

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