

Lecture 9

Speaking to inform

Informative speech

- A speech designed to convey knowledge and understanding.
- You will act as a teacher or a lecturer.
- Three general criteria:
 - Is the information communicated accurately?
 - Is the information communicated clearly?
 - Is the information made meaningful and interesting to audience?

Types of informative speeches

- Speeches about objects
- Speeches about processes
- Speeches about events
- Speeches about concepts

Speeches about objects

- “objects” include anything that is visible, tangible, and stable in form.
- They may have moving parts or be alive.
- They may include places, structures, animals, even people.
- E.g.: To inform my audience about the anatomy of the human eye.

- Organisation methods for speeches about objects:
 - Chronological order
 - Spatial order
 - Topical order

Speeches about processes

- Process is a systematic series of actions that leads to a specific result or product.
- It explains about how something is made, how something is done or how something works.
- e.g.: To inform my audience how hurricane develops.

- Your goals:
 - To have your audience know the steps of the process and how they relate to one another.
 - So listeners will be better able to perform the process themselves.

- Organisation methods for speeches about process:
 - Chronological order
 - Topical order

Speeches about events

- Event is anything that happens or regarded as happening.
- E.g.: To inform my audience about the equipment used in mountain climbing.
- To inform my audience what happened on 31 August 1957.

- Organisation methods for speeches about events:
 - To recount history of an event: chronological order.
 - Analytical approach/explain causes/effects: causal order.
 - Events from almost any angle (features, origins, implications): topical order.

Speeches about concepts

- Concepts include beliefs, ideas, principles, and the like.
- They are more abstract than objects, processes or events.
- E.g.: To inform my audience about the basic principles of ethnocentrism.

- Organisation methods for speeches about concepts:
- Topical order

Guidelines for informative speaking

- Don't overestimate what the audience knows
- Relate the subject directly to the audience
- Don't be too technical
- Avoid abstractions
- Personalised your ideas

Summary

- There are four types of informative speeches: Speeches about objects, process, events and concepts.
- Improving your ability to convey knowledge will be most valuable to you throughout your life.