

chapter **14**
Speaking to Inform

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Informative Speech

**Designed to convey
knowledge, understanding**

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Informative Speeches



- **Objects**
- **Processes**
- **Events**
- **Concepts**

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Speech About Object

- I. The base of the St. Louis Arch houses a visitor's center.
- II. The middle of the St. Louis Arch contains a high-speed tram.
- III. The top of the St. Louis Arch has an observation deck 630 feet above the ground.

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Speech About Process

- I. Many magic tricks rely on mechanical devices that may require little skill by the magician.
- II. Other magic tricks depend on the magician's skill in fooling people by sleight-of-hand manipulation.

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Speech About Event

- I. The parades at Mardi Gras are lavish events that take place over several weeks.
- II. The costumes include disguises, medallions, and the Mardi Gras colors of purple, green, and gold.
- III. The food features Cajun and Creole dishes common to southern Louisiana.

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Speech About Concept

- I. The first major principle of nonviolent resistance is that social change must be achieved by moral means.
- II. The second major principle of nonviolent resistance is that one should not inflict violence on one's enemies.
- III. The third major principle of nonviolent resistance is that suffering can be a powerful social force.

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Explaining Concepts



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Informative Speech Guidelines

- Don't overestimate what audience knows
- Relate subject directly to audience



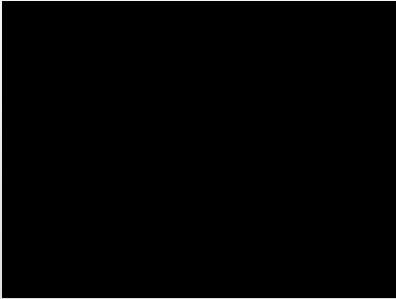
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Informative Speech Guidelines

- Don't be too technical
- Avoid abstractions
- Personalize ideas

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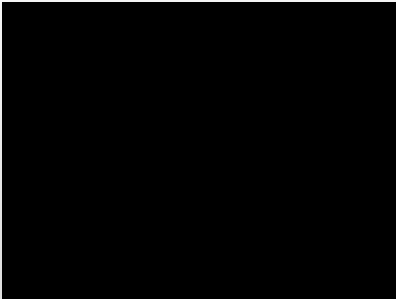
Relating to Audience



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Avoiding Technical Language



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Sample Informative Speech



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