

Four Parts of an Informative Speech

What does an informative speech consist of?

An informative speech consists of an introduction, body, and conclusion. Many then conclude with a question-and-answer period.

Four Parts of an Informative Speech:

1. Introduction – Five Steps:

- a. Get the audience's attention
 - Make a dramatic statement
 - Ask a question
 - Use a quotation
 - Tell a joke or anecdote (brief story connected to your topic)
 - Use description to appeal to emotions
 - Present a contrast (Ex.: contrast between now and the past)
- b. Build interest
 - Use meaningful, specific information (concrete data)
 - Keep your speech simple and well organized (Organize it around a purpose and main idea)
 - Use attention-getting techniques
 - Use catchy slogans
 - Introduce a visual aid (chart, prop, video clip, recording, etc.)
- c. Preview the topic
 - Explain any background or terms that listeners need to know before the actual speech
- d. Apply the message to the audience
 - How does this topic affect the lives of the audience? (family, friends, values, health, self-esteem, etc.)
- e. Establish your credibility
 - Let your audience know you
 - Share specific knowledge or skills with the audience relevant to the speech
 - Give the audience a reason to listen to you and believe you

2. Body – Four Steps:

- a. Organize information – certain types of organization are appropriate for certain types of speeches
 - Time Order – describe events or process steps in chronological order
 - Spatial Organization – Describe an object or geographical location in a logical sequence (top to bottom, left to right, etc.); consider what will

help the audience to visualize the subject in speeches about places or objects

- Comparison and Contrast – Describe elements by explaining how they are alike and different
- Classification – Show what makes up a group and its parts
- Cause and Effect – Explain events, actions, or problems beginning with the cause and moving to the effect or vice versa

* Many speeches make use of more than one type of organization.

- b. Follow Principles of Informing – make your speech interesting, clear, and accurate, so your audience listens to you and remembers your speech
 - Fulfill a need to know
 - Maslow’s Hierarchy of Needs – a person must satisfy each need level before the next one can be approached (See p. 157 for further information)
 - Physical
 - Safety
 - Social
 - Ego
 - Self
 - Connect information to feelings of the audience
 - Limit your main points (Keep things simple)
 - Repeat information
 - Emphasize the theme or subject of your speech
- c. Polish the Speech
 - Use smooth transitions/connections between ideas
 - repetition of key words and use of transitional words and phrases
 - Avoid too much technical talk (Language that your audience does not understand)
 - Personalize the information (Show the audience the benefits of your words)
- d. Keep an Eye on the Audience
 - Watch and listen to your audience so you can make adjustments

3. Conclusion

Techniques for conclusions:

- Summarize your thesis and main supporting points.
- Remind the audience of the importance of the issue.
- Use an attention device mentioned earlier
- Urge your audience to take action
- Warn your audience that the speech is about to end
- Predict the future
- Use a “clincher” ending

4. Conducting a Question-and-Answer Period

- Ask audience to write questions on note cards
- Give an interesting speech to guarantee a good questioning session
- Write a list of possible questions and answers to prepare
- Don't be sarcastic
- Don't lose your temper, even if an audience member does
- Make sure you know what the question is. If question is asked out loud, have it repeated if necessary.
- Keep your answers short