INFORMATIVE SPEECH GUIDELINES

Assignment Description: The informative speech will give you experience with informing an audience about a significant topic. For this assignment you are asked to construct a speech that describes something to the audience. You may focus on an object, person/group of people, animal, place, or an event. Some examples are: describe another culture or sub-culture, a former president or first lady, a holiday tradition and its history, the history behind an event-think Comic-Con, the history of a product/artifact-think the Hershey Bar or coffee, a place of interest-think Stonehenge, or an animal-think the bearded dragon.

Speeches on medical issues or diseases are great topics, but not for the speech I’m asking you to give in this class. Types of cars also don’t make great topics for this speech. Think about topics that will be interesting to research for you and interesting & educational for your audience.

In completing this assignment you should become exposed and expose others to new ideas. Use relevant research to prepare a 7-8 minute informative speech on your topic.

This speech should be adapted to the needs of your particular audience, display strong organization, be delivered extemporaneously and provide your audience with relevant and interesting information. The topic should also be carefully researched.

Total Points Available: Speech (100); Prep Outline (30); Delivery Outline (20)

1. Be sure that your speech is informative, not persuasive. Your goal is to increase the audience’s knowledge/understanding in describing your topic. You are not trying to convince, influence or persuade the audience to accept/reject your ideas. Objectivity is key!

2. Prepare and deliver a 7-8 minute speech according to the assignment description. (Points will be taken off for speeches that do not meet the time requirements so make sure you rehearse your speech—see bottom of the page for deductions)

3. The speech should be organized using a full-sentence preparation outline with all points written out in full sentences.

4. The speech must include a clear introduction, body, and conclusion as well as links between main points. (Start strong and finish strong)

5. Emphasize careful use of language and extemporaneous delivery skills. During the speech, you should improve upon the skills demonstrated in your previous speech assignment.

6. You will speak from a delivery outline (written out on notecards); NOT the full-sentence preparation outline. Why?? Because I DON’T want you to read your speech!

7. You must use and cite a minimum of THREE-FIVE DIFFERENT types of credible sources from at least TWO mediums (one must be a source you would obtain from the library i.e. book, newspaper, journal article, online database) and clearly identify each in your speech, in your prep outline (written the way you will speak the citations in the speech), and formally using MLA/APA style citations in your works cited page. Please MARK which source you obtained from the library on your Works Cited page! Make sure you are citing your stats, quotes, etc…appropriately.
8. **A visual aid** is required for this speech. Give credit to the sources of any artwork/pics that are not yours by providing a small citation below the picture within the slide. These citations DO NOT need to be included in your works cited. For this speech you MUST use PowerPoint or similar program and utilize the slide sync function in GoReact. Slide sync allows you to capture your ppt screen and webcam screen simultaneously. You can find your recording link, “Informative Speech,” in the assignment section of the Module. Be sure to limit the number of slides to 6-8 content slides (not including blank slides), limit words on the slides, and ensure the font is large enough for the audience to see.

9. Assigned speaking dates are final. Please review my policy on make-up speeches.

10. Professional/business casual dress is encouraged.

**Materials to be turned in via the Dropboxes in D2L:**

1. A typed, full-sentence preparation outline (informative prep outline dropbox)
2. A typed works cited page (MLA/APA format) (informative prep outline dropbox)
3. An image of your note cards (informative delivery outline dropbox)

**All speeches will be recorded using the Informative Speech GoReact link in the assignment section of the module. DO NOT submit your speech or multimedia presentation to the D2L dropboxes.**

**Time**

Time is a factor! You will be delivering 7 – 8 minute speeches. If your speech runs anywhere from 7:00 – 8:59 minutes, then you are delivering a speech within the allotted time frame. However, if you run under or over here is how it will affect your speech grade:

3:00 – 3:59 minutes - (-20 points)
4:00 – 4:59 minutes - (- 15 points)
5:00 – 5:59 minutes – (- 10 points)
6:00-6:59 minutes- (-5 points)
Speak for 7 – 8:59 minutes- no deduction
9:00 – 9:59 minutes – (- 5 points)
10 – 10:59 minutes - (-10 points)
11 minutes and beyond- (-15 points)

**REHEARSE YOUR SPEECH!!**

Please REVIEW the Recording Requirements file in the course resources section of the Start Here Module. There will be a 10% deduction for not meeting the basic recording requirements and a 25% deduction for not meeting the live audience requirement. PLEASE stand when delivering your speech and introduce your live audience so I can see who is in the room with you!