Informative Speeches

As you prepare your informative speeches, keep in mind the three criteria people usually use to evaluate this kind of speech:

* Is the information communicated accurately?
* Is the information communicated clearly?
* Is the information made meaningful and interesting to the audience? (The Art of Public Speaking, 7th ed., Lucas, 340.)

Steps in preparing your informative speech:

1. Select a topic.

2. Gather sufficient and appropriate material.

3. Write your speech using the following steps:
   A. Decide your specific purpose.
   B. Craft a thesis statement that will guide your presentation.
   C. Write the bulk of your speech.
   D. Construct an introduction that gets the audience's attention and goodwill, states the thesis of the presentation, and previews the direction of the speech.

4. Rehearse, rehearse, rehearse.
   A. Test visual aids appropriateness and smoothness
   B. Adapt words to the speaking situation