



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
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