Informative Presentations

- What is an informative presentation?
- What topics are appropriate?
- How would an informative speech be organized?
- Where can I get information?

Informative presentations

- Purposes/Functions - to provide:
  - Information
  - Instruction
  - Entertainment
- Desired outcomes:
  - Gain insight
  - Gain awareness
  - Gain understanding

What the heck can I talk about?

- Should be something that:
  - Interests you
  - Relevant/interesting to your audience
- Types:
  - How-to (demonstration)
  - Historical
  - Informative
- Fits time limit/available resources
- Avoid inherently persuasive topics
Putting it all together:
Neo-Aristotelian Presentation

- Introduction
- Thesis/Preview
  (Approach & Roadmap)
- Body
- Summary/Conclusion

Introduction

Basic Purpose:
To attract the audience's attention in a way that's related to the subject

Include:
- Open with impact
- Provide information of value to the presentation
- Explain relevance to audience
- Develop rapport with the audience
- Establish Speaker's credibility

End with thesis/preview statement

How effective is this introduction?

“I do...therefore I am!”

Topic: A discussion of same-sex marriages
I. Should California recognize same sex-marriages?
II. Should there be a constitutional amendment banning same-sex marriages?
III. Why should anyone care if a same-sex couple wishes to marry?
Types of Introductions
- Startling or striking statement
- Rhetorical question
- Reference to the subject
- Demonstration
- Quotations
- Illustrations

A few words about humor...
- It should be in good taste
- It should have some relevance to the subject
- If you’re not funny, don’t try humor
- Practice

Thesis v. Preview
- Thesis: Rice Krispies Treats are fun & easy to make
  - Main Points:
    1. They have very few ingredients
    2. The process is quick and easy
    3. They can be varied for any situation
- Preview: Rice Krispies treats have very few ingredients, are quick to make, and can be varied for any party.
Body (the main part)

- Must be organized!
- 2-5 main points
  - Developed
  - Supported

Types of Organizational Arrangements
- Chronological (sequential)
- Spatial
- Causal (Cause - Effect; Effect - Cause)
- Problem/Solution
- Compare/Contrast
- Inductive/Deductive
- Topical (most common)

Types of Support
- Explanation
- Analogy/Comparison
- Specific examples
- Statistics
- Detailed illustration
- Testimony
- Restatement
## Conclusion

- Basic Purpose: To provide your audience with a sense of logical & emotional closure
- Functions:
  - Signal **closure** (with a transition)
  - **Summarize** key points (review or summary statement)
  - **Reiterate thesis** or central idea
  - **Challenge** audience to respond/reiterate **relevance**

### Types of Conclusions

- **Statement of summary**
- Answer your own rhetorical question
- Reference to the subject (story)
- Demonstration
- Quotation
- Illustration that sums it all up
- Statement of personal intent
- **Challenge or plea**

### Information Sources

- **Printed media**
  - Encyclopedias
  - Books
  - Pamphlets
  - Magazines
  - Scholarly journals
  - Newspapers
- **Computer sources**
  - Internet
  - CD-ROM
- **General information**
- **Interviews**
  - In-person
  - Phone
  - E-mail