

CASD 2623

Informative Speech Assignment

150 points (Manuscript 100; Draft & Final Outlines 50)

For this assignment you will submit an outline and a manuscript of your speech that you would have presented in front of your classmates. In addition, you would submit a draft outline and thesis for peer feedback in Blackboard.

Preparation outline – is a blueprint which helps you to prepare for your speech. Writing an outline helps you to decide what you will say in the introduction, how you will organize the main points and supporting materials in the body, and what you will say in the conclusion. It helps to ensure that you have adequate supporting materials for your main points, that related items are together and that your ideas flow from one another.

Speech Manuscript – this is a prepared statement word for word of your speech. It follows the sequence of your preparation outline. Your speech should not sound like an essay read to your audience. It is less formal, more interactive and typically uses simpler sentences. Avoid highly complex language that may confuse your audience. Remember the difference between oral and written styles when constructing your speech. Write this as though you were delivering your actual speech.

The general purpose of this speech is to inform. Generally, the speaker must:

- 1) Provide the audience with a CLEAR UNDERSTANDING of the speaker's view of the subject.
- 2) Arouse and maintain the INTEREST and ATTENTION of the audience.
- 3) Present the material with a focus on audience COMPREHENSION, NOT PERSUASION.

When your speech is over, your audience should feel that they received greater breadth and depth of information on the subject than they had before you spoke. You are expected to research your topic thoroughly and provide us with a thoughtful and interesting view of the topic you select. You are not to try and convince us of how we should feel or what we should believe about the topic, nor are you to try and convince us to alter our behavior concerning your topic. That would be a persuasive function, and should not be applied to this speech. Fundamentally, you are to become the expert on your topic from our class, and teach us what you know and learned about it.

Humor and creativity are often overlooked by informative speakers. If your subject is light, humor certainly has a place in your speech. Just be certain to put it in the proper perspective so that the speech does not become an entertainment speech. Additionally, any time you can present an abstract or complex idea in a new and clearer way, your creativity will be rewarded by audience interest and your own enhanced credibility.

SPECIFIC REQUIREMENTS FOR THIS ASSIGNMENT:

1. Each student will prepare a speech which will provide information that is **new and interesting** to your audience and designed to enlighten, educate or clarify. **The topic you select must be related to business activities.** Make certain that it can be covered adequately in the time available. You must make the connection between your topic and yourself for your audience in the introduction of your speech. Doing so is especially important in establishing your credibility on the topic. Even though you may claim you are an expert on a topic, you are required to do research and to cite that research (which will also increase your credibility).
2. A thesis statement consisting of a full declarative sentence specifying the central idea of your speech must be submitted on the Blackboard Discussion Board for peers in your group to give feedback. Use **Tip for Writing your Specific Purpose/Central Idea** as a guide.
3. You must have at least **three (3)** main points to support your thesis/central idea. Your main points will be further developed by using supporting sub-points.

4. Research thoroughly. You must have a **minimum of four (4) reliable sources outside of your own knowledge** on your subject. You should cite research sources during your speech, using oral notes such as “according to” to indicate that you have done the research for the speech.
5. Use verbal support. You are to include **at least two different forms of support** in your speech. The following are examples of different types of support: statistics, testimony, narrative, reports and anecdotes.
6. Provide a at least **one** meaningful visual aid. Aids do add interest but make sure that they are incorporated smoothly into the presentation. List them as exhibit 1, 2, 3 and so forth into your speech. See the speech manuscript on *Flexible Spending Plan* as a guide on how you can incorporate your visual aid. You can also attach them at the end of your speech.
7. The speech is to be **4 to 6 minutes long**. This should be between 650 to 800 words. Read it aloud to make sure it fits within the time allotted.

8. **Outline Requirement**
 - a. A typed, full-sentence copy of a preparation outline is due. Your final outline should follow the format in the **How to Prepare Your Outline** guide. Refer to outlines for *4D Printing and Beneficial Bacteria* as examples.
 - b. The outline should include a statement describing the specific purpose of your speech, a statement describing the central idea of your speech, a detailed account of the main and sub-points of your speech (divided into introduction, body, and conclusion), notations about your verbal and non-verbal choices throughout the speech, and a bibliography that includes citations to all sources mentioned in the speech.
 - c. Beforehand you will submit a draft at the Blackboard Discussion Board for peers in your group to give feedback. Write their suggestions and make revisions as needed for your final outline.

9. **Speech Manuscript Requirement**
 - a. A typed, full-sentence copy of your speech manuscript is due. Refer to the manuscripts on *4D Printing, Flexible Spending Plans, and Securing Yourself Online* as examples.
 - b. Your speech should follow the sequence of your outline. It must begin with an **introduction** which contains an attention getter, orienting material, an explicit thesis statement, and preview. The **body** which contains the main and sub-points of your speech and notations about visual or audio support. The **conclusion** must contain a summary of the main points made and a clincher. Sections should be connected by transition statements which review the point just made and preview the upcoming material.
 - c. The research contained in the bibliography of your outline is to be reflected within the speech by use of oral citations. Research thoroughly. You should cite research sources during your speech, using oral notes such as “according to” to indicate that you have done the research for the speech.

Remember that, for an informative speech to be considered exemplary, the information contained within it should be communicated accurately and clearly and should be made meaningful and interesting to the audience. Moreover, remember that your informative speech should be thoroughly researched, logically organized, and have an effective beginning, middle, and end.