Upon completing this session, you will be able to:

- Identify the functions of informative speaking as sharing ideas and information, shaping perceptions, setting an agenda, and Clarifying options.
- Help listeners learn by speaking for motivation, attention, and retention.
- Identify the types of informative speeches as speeches of description, demonstration, explanation or briefings.
- Employ one of at least 7 speech design schemas.
Functions of Informative Speaking

The functions of an informative speech are to:
- Share Information and Ideas
- Shape Audience Perceptions
- Set an Agenda
- Clarify Options

Value is how much new information you bring to the audience
Shared information is vital to our survival
Our information age: What does that imply to you?
How much does the audience know, what do they NEED to know, and do I know enough to help others understand it?
Functions of Informative Speaking

- The functions of an informative speech are to:
  - Share Information and Ideas
  - Shape Audience Perceptions
    - Information can set the stage for later persuasion
      - Teaching speech examples from the book (p.322)
  - Set an Agenda
    - The amount of information today is overwhelming
      - Amount of time or space news allots to a story tells us how important we should think it is and what we should be thinking about
The functions of an informative speech are to:

- Share Information and Ideas
- Shape Audience Perceptions
- Set an Agenda
  - Amount of information today is overwhelming
    - Amount of time or space news allots to a story tells us how important we should think it is and what we should be thinking about
    - Sets agenda by shaping perceptions we have about the topic. (Milk Speech-Wounded Knee (p 463))

- Clarify Options
  - Reveals and clarifies possibilities, alternatives
  - Ethical burden:
    - Communicate responsibly
    - Seek out material from diverse sources/viewpoints
Functions of Informative Speaking

- Help Listeners Learn through focusing on 3 basic learning principles:
  - Motivation
  - Attention
  - Retention

The success of an informational speech can be measured in terms of whether and how much the listener learns from the speech. (Osborn/Osborn, 2003)

Ask yourself: How much do they know? How interested might they be? What preconceptions do they have that may help or hinder you?

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Functions of Informative Speaking

- Help Listeners Learn through focusing on:
  - Motivation
    - Quickly establish why this message is important to them.
    - What will it do for them?
    - Review Maslow’s Hierarchy for strong motivators
    - Review Chapter 4
Functions of Informative Speaking

- Help Listeners Learn through focusing on:
  - Motivation
  - Attention
  - Retention
    - Repetition, relevance, conflict and drama help aid retention
    - Structure: Previews, summaries, and clear transitions
    - Mnemonics
    - 7 plus or minus 1 (Grouping concept) See p. 328
Functions of Informative Speaking

- The Four Types of Informative Speeches:
  - Description
  - Demonstration
  - Explanation
  - Briefing

Give audience a clear picture of your subject
- Artful use of language
- Clear-Concrete-Colorful words *(See Wounded Knee P463)*
- Topic, purpose and materials for this speech will also suggest appropriate design type to use *(Wounded Knee uses Spatial design)*
  - Note: We will discuss design types following the Speech Types topic
The Four Types of Informative Speeches:

- **Description**
- **Demonstration**
  - Shows the audience how something to do or use something
    - Physical: Dance, etc.
    - Intellectual: Take a test tips
    - Emotional: Coping with events, encounters
  - Helped my visual and demonstration aids
    - Props, pictures, diagrams

- **Explanation**
  - Explains abstract/complicated subject matter
    - Usually uses categorical design to break subject into related, understandable parts
      - Proceed from something familiar or similar
      - Compare examples/non-examples
    - Reinforces with additional examples and similes
    - More difficult when concept is counter to currently accepted beliefs or practices
      (How to Attack)
The Four Types of Informative Speeches:
- Description
- Demonstration
- Explanation
- Briefing
  - A short informative presentation in an organizational setting (Office, conference)
  - Can be one-on-one or to a large or small group
  - Be brief, organize well, always have an outline,
  - Always have facts, examples, and expert source info.
- Avoid technical jargon

The Seven Types Speech Designs:
- Spatial
- Sequential
- Chronological
- Categorical
- Comparative
- Causation
- Combined
The Seven Types Speech Designs:
- Spatial – Move Through space
- Sequential – Move Through Time/Process
Functions of Informative Speaking

- The Seven Types Speech Designs:
  - Spatial – Move Through space
  - Sequential – Move Through Time/Process
  - Chronological – Moves from event to event
  - Categorical – Grouped by customary or natural divisions
The Seven Types Speech Designs:
- Spatial – Move Through space
- Sequential – Move Through Time/Process
- Chronological – Moves from event to event
- Categorical – Grouped by customary or natural divisions
- Comparative – Literal, analogous, Comparison and contrast – from known to unknown
- Causation – Cause and effect or effect from cause
Functions of Informative Speaking

The Seven Types Speech Designs:
- Spatial – Move Through space
- Sequential – Move Through Time/Process
- Chronological – Moves from event to event
- Categorical – Grouped by customary or natural divisions
- Comparative – Literal, analogous, Comparison and contrast – from known to unknown
- Causation – Cause and effect or effect from cause
- Combined – Often use two or three of the above

Summary

Having completed this session, you are able to:
- Identify the functions of informative speaking as sharing ideas and information, shaping perceptions, setting an agenda, and Clarifying options
- Help listeners learn by speaking for motivation, attention, and retention
- Identify the types of informative speeches as speeches of description, demonstration, explanation or briefings.
- Employ one of at least 7 speech design schemas
Overcoming Audience Resistance

- Dramatic analogies can help break through our resistance to new ideas or old folk wisdom
- Structurally, speakers should approach such subject matter by:
  - Stating the prevalent view
  - Acknowledging its apparent legitimacy
  - Demonstrating its inadequacy
  - Showing the superiority of the new expert view