

ADVANCED COMMUNICATION SERIES
SPEAKING TO INFORM

Assignment #1:
THE SPEECH TO INFORM

Objectives

- Select new and useful information for presentation to the audience
- Organize the information for easy understandability and retention
- Present the information in a way that will help motivate the audience to learn
- TIME : 5 to 7 minutes

Note to the Evaluator

The purpose of this talk is for the speaker to present an informative speech of five to seven minutes. The information should be presented in an interesting manner with clear organization. The speaker should support the facts or points with statistics, quotes, or experts' opinions. In addition to your oral evaluation, please write answers to the questions below.

Evaluation Guide

1. What made the speech interesting?
2. How effectively did the speech opening capture and hold your attention?
3. How comfortable and familiar did the speaker appear to be with his / her material?
4. How confident and in control did the speaker appear to be?
5. What was the organizational structure of the speech?
6. How did the speaker encourage the audience to learn?
7. How effectively did the speaker relate new information to the common experiences and knowledge of the audience?
8. What could the speaker have done to make the talk more effective?
9. What would you say is the speaker's strongest asset in informative speaking?

ADVANCED COMMUNICATION SERIES
SPEAKING TO INFORM

Assignment #2:
RESOURCES FOR INFORMING

Objectives

- Analyze your audience regarding your chosen subject
- Focus your presentation at the audience's level of knowledge
- Build a supporting case for each major point using information gathered through research
- Effectively use at least one visual aid to enhance the audience's understanding
- TIME : 5 to 7 minutes

Note to the Evaluator

The purpose of this talk is for the speaker to inform the audience on a subject of interest in five to seven minutes. The talk should be directed to the interests of the audience, with each major point strongly supported by research. The speaker is required to use at least one visual aid to enhance the audience's understanding. Please give written answers to the questions below in addition to your oral evaluation.

Evaluation Guide

1. How well was the speech directed to the interests and background of the audience?
2. What methods did the speaker use to support his / her major points? How effective were these methods?
3. How did the visual aid(s) enhance audience understanding?
4. How knowledgeable did the speaker appear to be about the subject?
5. Did the speech appear to be well-researched?

ADVANCED COMMUNICATION SERIES

SPEAKING TO INFORM

Assignment #3: THE DEMONSTRATION TALK

Objectives

- Prepare a demonstration speech to clearly explain a process, product, or activity
- Conduct the demonstration as part of a speech delivered without notes
- TIME: 5 to 7 minutes

Note to the Evaluator

The purpose of this talk is for the speaker to present a demonstration talk of five to seven minutes on a process, product, or activity. The speaker may use body language, an actual object, or a model for the demonstration. The speech, delivered without notes, should keep the audience interested, and each segment in the demonstration should be explained clearly and specifically. In addition to your oral evaluation, please write answers to the questions below.

Evaluation Guide

1. How did the speaker make the talk relevant to the audience's interest?
2. Describe the demonstration's impact on you.
3. How appropriate was the choice of demonstration method?
4. Was each part of the demonstration clearly explained?
5. What could the speaker have done to make the demonstration more effective?
6. What was the most effective part of the demonstration?

ADVANCED COMMUNICATION SERIES

SPEAKING TO INFORM

Assignment #4: **A FACT FINDING REPORT**

Objectives

- Prepare a report on a situation, event, or problem of interest to the audience
- Deliver sufficient factual information in your report so the audience can make valid conclusions or a sound decision
- Answer questions from the audience
- TIME: 5 to 7 minutes for the speech, and 2 to 3 minutes for the question-and-answer period

Note to the Evaluator

The purpose of this talk is for the speaker to deliver a fact-finding report of five to seven minutes on a situation, event, or problem. The information should be comprehensive and well-organized, as well as presented in an interesting manner. The talk should include an overview of the report, an explanation of how the data was gathered, and a thorough presentation of the relevant facts. The speaker is then to field questions from the audience. Please write answers to the questions below in addition to your oral evaluation.

Evaluation Guide

1. How well did the speaker explain the purpose of the report to the audience?
2. Was the report organized clearly and logically?
3. If the speaker used visual aids, did they help the audience to understand the information more easily and quickly?
4. Was enough information given on which the audience could base a sound decision or draw valid conclusions?
5. How prepared did the speaker appear to be for the questions that were asked?
6. How effective was the speaker in responding in a positive manner to the questions that were asked?
7. How well did the speaker conclude the question and answer period?

