**Presentation Week 7-9 [To Mid-terms and Beyond!]**

1. Informative Speech: Please have someone video record you presenting a speech to a live audience of at least five people; **not** sitting in front of a webcam.

We must be able to see and hear you speaking on the video throughout. If you use Powerpoint or other presentation software, also send me the file. Upload the video on Youtube (you don’t have to share in public but you should share the link – don’t set it to private) and email post the link to the video as an entry to the class blog (subject “your name/topic or title/inform”). Watch yourself for a self-evaluation and watch videos by at least two other people. Fill out a self-evaluation form for your speech and give it to me in class. Also, make any positive comments/suggestions for improvements to the classmates you watch presenting. Deadline: Midnight Saturday of Week 9 (May 4).

**The Informative Speech:**

The purpose of a speech to inform is to provide information the audience does not already have. Even if the audience does have some general knowledge of your topic, an informative speech will give them new knowledge or more in-depth information on that topic. The informative speech does not advocate one idea over another, but remains nonpartisan.

Many speakers - both new and skilled - have difficulty distinguishing between an informative and persuasive speech. You must be able to identify the difference. This often happens while you are creating your speech: you have shifted the objective of the speech. This is why you need to continually refer back to your specific purpose statement. This will help you remain in focus of your purpose and your motive. And it is easy to see why these two types of speeches can be confused: both impart information. In fact, the strongest persuasive speech imparts new and in-depth information to support the thesis. The **motive** is the major difference. Ask yourself as you begin creating, while in the process of, and as you conclude the speech, "What is my motive here? What reasons do I want to give this audience this information?"

Some topics are easy to classify: a speech that urges you to donate blood is attempting to change or reinforce your behavior. The speech which identifies what donated blood is used for within the community would be an informative speech. A speech which discusses different world religions would be a speech to inform; a speech which advocates [your own religion](http://spot.pcc.edu/~dwerkman/religion.html) would be a speech to persuade. The line is not always clear: a demonstration of how to brush your teeth correctly (informative) versus the speech on the importance of good dental care (persuasive), for example.

**General types of informative speeches:**

Speeches about objects, people: These types of informative speeches are about things in our sensory and physical world - things you can see and hear and smell and feel and taste. A speech on a country, an important (to you) person, a plant, a bug, buildings would all be a speech about objects.

Speeches about events: These type of speeches are about anything that has or will happen. It can be something like Mardi Gras or the current volcanoes in Hawaii, the recent ferry wreck in Haiti, or even current disasters throughout the world.

Speeches about processes: Realize you have already given an informative speech: the speech to demonstrate. These type of speeches take the audience through a series of events which lead them to a specific result or product. How to create holiday ornaments, how to take dents out of fenders and how to tune a guitar are all speeches about processes.

Speech about concepts: These type of speeches are dealing with theories, ideas, beliefs and other abstract principles. Explaining democracy, music theory or Martin Luther King, Jr.'s principle of peaceful revolution would fit into this category.

Informative speeches can be organized in a topical, chronological or spatial pattern. They will never be organized in a problem/solution or a cause/effect pattern.

Remember as you create your speech to include the principles of what make a good speech: involving your audience, keeping them involved, using a clear thesis statement, giving clear supporting material, and concluding the speech with impact. Avoid becoming too technical in your explanations. Given the limited amount of time for this speech, avoid a question/answer session. This must be included in your time limit. If anyone has questions, tell them you will be happy to answer any questions following the speech session.

**For the Informative Speech Assignment, all students should review their own performance on video and complete a peer evaluation form on their own performance. Please hand those forms in as soon as possible.**

After all the speeches are uploaded and we have had a chance to watch some speeches, the class should select a few speeches to watch in class (pick some of the best). We will vote for a class speech Oscar Award during the Week 10 session.

**Persuasive Speech**

For this assignment, you are to give a four- to six-minute persuasive speech designed to cause some change in your audience's beliefs, attitudes, or behaviors. In order to do so, you will need to incorporate rhetorical strategies to influence the audience to accept your argument. You will need to anticipate and refute any counterarguments the audience may hold. Your persuasive intent should be reflected in your central idea and should be reinforced throughout the speech. The speech content must incorporate information from four credible references.

<http://www.studyguide.org/cm101_persuasive_speech.htm>, <http://sixminutes.dlugan.com/logos-examples-speaking/>.

If you need help coming up with a topic, a list of persuasive topics can be found here: <http://www.presentationmagazine.com/persuasive-speech-topics-and-ideas-6782.htm>

Please write your own material. This speech will be presented weeks 13 and 14 live in class. We will again be video-recording them.