

WRITING AN INFORMATIVE SPEECH

PURPOSE: To familiarize your audience with a topic. If the topic is controversial (meaning if people disagree about it) this speech will explain both sides of the issue.

METHOD: the speaker must first introduce the topic, then explain it in 3 points, and finally conclude their speech.

GENERAL SPEECH ORGANIZATION: Every speech has an Introduction, a Body, and a Conclusion.

INTRODUCTION: IN THIS PART OF THE SPEECH YOU LET YOUR AUDIENCE KNOW WHAT YOU'RE TALKING ABOUT.

- A. ATTENTION-GETTER** — also called a “hook” this is what you use to get your audience interested in your topic. This is the first thing you will say, so it should be GOOD! There are several types of attention getters including: jokes, statistics, and stories. (see handout).
- B. THESIS STATEMENT** — this is where you state clearly what your topic is. It is one complete thought in the form of a sentence. EX: Today I will inform you of the controversy surrounding the Tobacco Industry.
- C. CREDIBILITY** — This is where you show your audience that you have earned the right to speak on this topic. Remember, opinions are only as valid as the information behind them. This is where your first source citation should occur.
- D. PREVIEW** — At this stage you tell your audience how you are going to analyze (break down) your topic. What 3 main points have you chosen to best explain the issue? This is a brief statement about what you're going to talk about later – like a commercial.