

PART VII

CHAPTER 7: PRESENTATIONS TO INFORM

44. Introduction

Chapter 7 Learning Outcomes

1. Describe the functions of the speech to inform.
2. Provide examples of four main types of speech to inform.
3. Articulate and demonstrate an audience-centered perspective.
4. Provide and demonstrate examples of ways to facilitate active listening.
5. Discuss and provide examples of ways to incorporate ethics in a speech.



Dhavit is passionate about the environment and is planning on using his knowledge to develop a speech to help make his colleagues more aware of the impact people are having on the world in terms of pollution. As you read through this chapter, consider how Dhavit might adapt his planning and delivery to teach and inform his colleagues.

Storytelling is a basic part of human communication. With each story you were sharing information, but is sharing the same as informing?

At some point in your business career you will be called upon to teach someone something. It may be a customer, coworker, or supervisor, and in each case you are performing an informative speech. It is distinct from a sales speech, or persuasive speech, in that your goal is to communicate the information so that your listener understands. The informative speech is one performance you'll give many times across your career, whether your audience is one person, a small group, or a large auditorium full of listeners. Once you master the art of the informative speech, you may mix and match it with other styles and techniques.

Watch the following 2 minute video from Commander Chris Hadfield: *How Astronauts Wash Their Hands in Space*



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Chapter Preview

- Functions of the Presentation to Inform
- Types of Presentations to Inform
- Adapting Your Presentation to Teach
- Preparing to Perform
- Creating an Informative Presentation
- Conclusion

45. Functions of the Presentation to Inform

Informative presentations focus on helping the audience to understand a topic, issue, or technique more clearly. There are distinct functions inherent in a speech to inform, and you may choose to use one or more of these functions in your speech. Let's take a look at the functions and see how they relate to the central objective of facilitating audience understanding.

Share



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The basic definition of communication highlights the process of understanding and sharing meaning. An informative speech follows this definition when a speaker shares content and information with an audience. As part of a speech, you wouldn't typically be asking the audience to respond or solve a problem. Instead you'd be offering to share with the audience some of the information you have gathered related to a topic.

Increase Understanding

How well does your audience grasp the information? This should be a guiding question to you on two levels. The first involves what they already know—or don't know—about your topic, and what key terms or ideas might be necessary for someone completely unfamiliar with your topic to grasp the ideas you are presenting. The second involves your presentation and the illustration of ideas. The audience will respond to your attention statement and hopefully maintain interest, but how will you

take your speech beyond superficial coverage of content and effectively communicate key relationships that increase understanding? These questions should serve as a challenge for your informative speech, and by looking at your speech from an audience-oriented perspective, you will increase your ability to increase the audience's understanding.

Change Perceptions

How you perceive something has everything to do with a range of factors that are unique to you. We all want to make sense of our world, share our experiences, and learn that many people face the same challenges we do. For instance, many people perceive the process of speaking in public as a significant challenge, and in this text, we have broken down the process into several manageable steps. In so doing, we have to some degree changed your perception of public speaking.

When you present your speech to inform, you may want to change the audience member's perceptions of your topic. You may present an informative speech on air pollution and want to change common perceptions such as the idea that most of North America's air pollution comes from private cars. You won't be asking people to go out and vote, or change their choice of automobiles, but you will help your audience change their perceptions of your topic.

Gain Skills

Just as you want to increase the audience's understanding, you may want to help the audience members gain skills. If you are presenting a speech on how to make a meal from fresh ingredients, your audience may thank you for not only the knowledge of the key ingredients and their preparation but also the product available at the conclusion. If your audience members have never made their own meal, they may gain a new skill from your speech.

Exposition versus Interpretation

When you share information informally, you often provide your own perspective and attitude for your own reasons. The speech to inform the audience on a topic, idea, or area of content is not intended to be a display of attitude and opinion.

The speech to inform is like the classroom setting in that the goal is to inform, not to persuade, entertain, display attitude, or create comedy. If you have analyzed your audience, you'll be better prepared to develop appropriate ways to gain their attention and inform them on your topic. You want to communicate thoughts, ideas, and relationships and allow each listener specifically, and the

audience generally, to draw their own conclusions. The speech to inform is all about sharing information to meet the audience's needs, not your own.

Exposition

This relationship between informing as opposed to persuading your audience is often expressed in terms of exposition versus interpretation.

Exposition means a public exhibition or display, often expressing a complex topic in a way that makes the relationships and content clear. The goal is to communicate the topic and content to your audience in ways that illustrate, explain, and reinforce the overall content to make your topic more accessible to the audience. The audience wants to learn about your topic and may have some knowledge on it as you do. It is your responsibility to consider ways to display the information effectively.

Interpretation and Bias

Interpretation involves adapting the information to communicate a message, perspective, or agenda. Your insights and attitudes will guide your selection of material, what you focus on, and what you delete (choosing what not to present to the audience). Your interpretation will involve personal bias.

Bias is an unreasoned or not-well-thought-out judgment. Bias involves beliefs or ideas held on the basis of conviction rather than current evidence. Beliefs are often called “habits of the mind” because we come to rely on them to make decisions. Which is the better, cheapest, most expensive, or the middle-priced product? People often choose the middle-priced product and use the belief “if it costs more it must be better” (and the opposite: “if it is cheap it must not be very good”). The middle-priced item, regardless of actual price, is often perceived as “good enough.” All these perceptions are based on beliefs, and they may not apply to the given decision or even be based on any evidence or rational thinking.

We take mental shortcuts all day long, but in our speech to inform, we have to be careful not to reinforce bias.

Point of View

Clearly no one can be completely objective and remove themselves from their own perceptual process. People express themselves and naturally relate what is happening now to what has happened to them in the past. You are your own artist, but you also control your creations.

Objectivity involves expressions and perceptions of facts that are free from distortion by your preju-

dices, bias, feelings or interpretations. For example, is the post office box blue? An objective response would be yes or no, but a subjective response might sound like “Well, it’s not really blue as much as it is navy, even a bit of purple.” Subjectivity involves expressions or perceptions that are modified, altered, or impacted by your personal bias, experiences, and background. In an informative speech, your audience will expect you to present the information in a relatively objective form. The speech should meet the audience’s need as they learn about the content, not your feelings, attitudes, or commentary on the content.

Here are five suggestions to help you present a neutral speech:



Keep your language neutral.



Keep your sources credible and not from biased organizations.



Keep your presentation balanced. If you use a source that supports one clear side of an issue, include an alternative source and view. Give each equal time and respectful consideration.



Keep your audience in mind. Not everyone will agree with every point or source of evidence, but diversity in your speech will have more to offer everyone.



Keep who you represent in mind: Your business and yourself.

To summarize, the purpose of an informative speech is to share ideas with the audience, increase their understanding, change their perceptions, or help them gain new skills.

An informative speech incorporates the speaker's point of view but not attitude or interpretation.

46. Types of Presentations to Inform

Speaking to inform may fall into one of several categories. The presentation to inform may be

- an explanation,
- a report,
- a description,
- or a demonstration of how to do something.

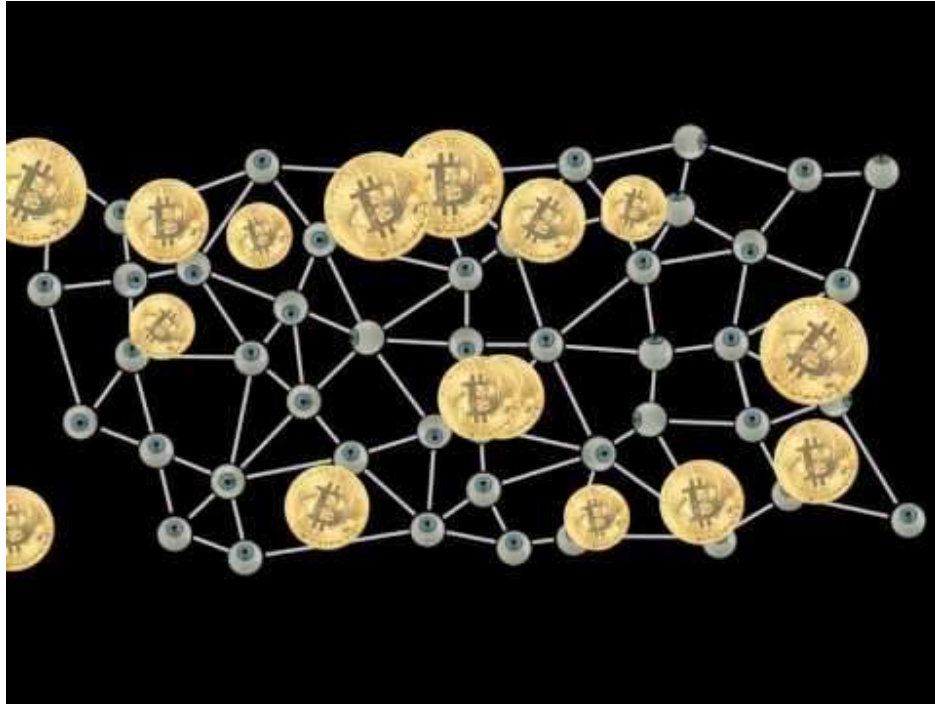
In the sections below each of these types of informative speech will be described.

Explanation

Have you ever listened to a lecture or speech where you just didn't get it? It wasn't that you weren't interested, at least not at first. Perhaps the presenter used language you didn't understand or gave a confusing example. Soon you probably lost interest and sat there, attending the speech in body but certainly not in mind. An effective speech to inform will take a complex topic or issue and explain it to the audience in ways that increase audience understanding.

No one likes to feel left out. As the speaker, it's your responsibility to ensure that this doesn't happen. Also know that to teach someone something new—perhaps a skill that they did not possess or a perspective that allows them to see new connections—is a real gift, both to you and the audience members. You will feel rewarded because you made a difference and they will perceive the gain in their own understanding.

Watch the following 2 minute video: *Understand the Blockchain in Two Minutes*



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<https://ecampusontario.pressbooks.pub/commbusprofcdr/?p=420>

Report

As a business communicator, you may be called upon to give an informative report where you communicate status, trends, or relationships that pertain to a specific topic. The informative report is a speech where you organize your information around key events, discoveries, or technical data and provide context and illustration for your audience. They may naturally wonder, “Why are sales up (or down)?” or “What is the product leader in your lineup?” and you need to anticipate their perspective and present the key information that relates to your topic.

Description

Have you ever listened to a friend tell you about their recent trip somewhere and found the details fascinating, making you want to travel there or visit a similar place? Describing information requires emphasis on language that is vivid, captures attention, and excites the imagination. Your audience will be drawn to your effective use of color, descriptive language, and visual aids. An informative

speech that focuses description will be visual in many ways. Use your imagination to place yourself in their perspective: how would you like to have someone describe the topic to you?

Demonstration

You want to teach the audience how to program the applications on a new smartphone. A demonstrative speech focuses on clearly showing a process and telling the audience important details about each step so that they can imitate, repeat, or do the action themselves. Consider the visual aids or supplies you will need.

By considering each step and focusing on how to simplify it, you can understand how the audience might grasp the new information and how you can best help them. Also, consider the desired outcome; for example, will your listeners be able to actually do the task themselves? Regardless of the sequence or pattern you will illustrate or demonstrate, consider how people from your anticipated audience will respond, and budget additional time for repetition and clarification.

Chefs inform through demonstration. Although they make it seem easy, it is complex and difficult.



[Canadian chef Susur Lee](#) by NAIT is licensed [CC BY ND 2.0](#)

Informative presentations come in all sizes, shapes, and forms. The main goal in an informative presentation is to inform, not to persuade, and that requires an emphasis on credibility, for the speaker and the data or information presented.

Here are additional, more specific types of informative presentations:

- Biographical information
- Case study results
- Comparative advantage results
- Cost-benefit analysis results
- Feasibility studies
- Field study results
- Financial trends analysis
- Health, safety, and accident rates
- Instruction guidelines
- Laboratory results
- Product or service orientations
- Progress reports
- Research results
- Technical specifications

Depending on the situation, the audience, and the specific information to be presented, any of these types of presentation may be given as an explanation, a report, a description, or a demonstration.

In summary, an informative speech may explain, report, describe, or demonstrate how to do something.

47. Adapting Your Presentation to Teach

Successfully delivering an informative speech requires adopting an audience-centered perspective. Imagine that you are in the audience. What would it take for the speaker to capture and maintain your attention? What would encourage you to listen? In this section we present several techniques for achieving this, including motivating your audience to listen, framing your information in meaningful ways, and designing your presentation to appeal to diverse learning styles.

Motivating the Listener

In an ideal world, every audience member would be interested in your topic. Unfortunately, however, not everyone will be equally interested in your informative speech. So what is a speaker to do in order to motivate the listener?

The perception process involves selection or choice, and you want your audience to choose to listen to you. Begin with your attention statement at the beginning of your speech and make sure it is dynamic and arresting. Remember what active listening involves, and look for opportunities throughout your speech to encourage active listening.

Review and consider using the seven strategies below by posing questions that audience members may think, but not actually say out loud, when deciding whether to listen to your speech. By considering each question, you will take a more audience-centered approach to developing your speech, increasing your effectiveness.



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1. How Is Your Topic Relevant to Me?

A natural question audience members will ask themselves is, what does the topic have to do with me? Why should I care about it? Relevance means that the information applies, relates, or has significance to the listener. Find areas of common ground and build on them in your presentation.

2. What Will I Learn from You?

This question involves several issues. How much does the audience already know about your subject? What areas do you think they might not know? By building on the information the audience knows, briefly reviewing it and then extending it, illustrating it, and demonstrating the impact, you inform them of things they didn't already know.

3. Why Are You Interested in This Topic?

Your interest in your topic is an excellent way to encourage your audience to listen. You probably selected your topic with your audience in mind, but also considered your interest in the topic. Why did you choose it over other topics? What about your topic aroused your attention? Did it stimulate your curiosity? Did it make you excited about researching and preparing a speech on it? These questions will help you clarify your interest, and by sharing the answers with your listeners, you will stimulate excitement on their part.

4. How Can I Use the Knowledge or Skills You Present to Me?

In an informative speech you are not asking your listeners to go out and vote, or to quit smoking tomorrow, as you would in a persuasive speech. Nevertheless, you need to consider how they will apply their new understanding. Application involves the individual's capacity for practical use of the information, skill, or knowledge. As a result of your speech, will your listeners be able to do something new or understand a topic better?

5. What Is New about What You Propose to Present?

People are naturally attracted to something new, unusual or unfamiliar—but we also like predictability. As a speaker, how do you meet the two contrasting needs for familiarity and something new?

Address both. You may want to start by forming a clear foundation on what you have in common

with the audience. Present the known elements of your topic and then extend into areas where less is known, increasing the new information as you progress. People will feel comfortable with the familiar, and be intrigued by the unfamiliar.

6. Are You Going to Bore Me?

You have probably sat through your fair share of boring lectures where the speaker, teacher, or professor talks at length in a relatively monotone voice, fails to alternate his or her pace, incorporates few visual aids or just reads from a PowerPoint show for an hour in a dimly lighted room. Recall how you felt. Trapped? Tired? Did you wonder why you had to be there? Then you know what you need to avoid.

Being bored means the speaker failed to stimulate you as the listener, probably increased your resistance to listening or participating, and became tiresome. To avoid boring your audience, speak with enthusiasm, and consider ways to gain, and keep gaining, their attention. You don't have to be a standup comedian, however, to avoid being a boring speaker.

Consider the question, "What's in it for me?" from the audience's perspective and plan to answer it specifically with vivid examples. If your presentation meets their expectations and meets their needs, listeners are more likely to give you their attention.

You may also give some thought and consideration to the organizational principle and choose a strategy that promises success. By organizing the information in interesting ways within the time frame, you can increase your effectiveness.

7. Is This Topic Really as Important as You Say It Is?

No one wants to feel like his or her time is being wasted. What is important to you and what is important to your audience may be two different things. Take time and plan to reinforce in your speech how the topic is important to your audience. Importance involves perceptions of worth, value, and usefulness.

Framing

The presentation of information shapes attitudes and behavior. This is done through framing and content. Framing involves placing an imaginary set of boundaries, much like a frame around a picture or a window, around a story, of what is included and omitted, influencing the story itself. What lies within the frame that we can see? What lies outside the frame that we cannot see?

Setting the agenda, just like the agenda of a meeting, means selecting what the audience will see and hear and in what order. In giving a speech, you select the information and set the agenda. You may choose to inform the audience on a topic that gets little press coverage, or use a popular story widely covered in a new way, with a case example and local statistics.

Another aspect of framing your message is culture. Themes of independence, overcoming challenging circumstances, and hard-fought victories may represent aspects of certain cultures in the world. If appropriate for your topic, consider localizing your presentation to incorporate cultural values in the region or nation of your audience.



Additional Tips for Success

Andrews, Andrews, and Williams (1999) offer eight ways to help listeners learn. These are adapted and augmented here.

1. Limit the Number of Details

While it may be tempting to include many of the facts you've found in your research, choose only those that clearly inform your audience. You don't want the audience focusing on a long list of facts and details only to miss your main points.

2. Focus on Clear Main Points

Your audience should be able to discern your main points clearly the first time. You'll outline them in your introduction and they will listen for them as you proceed. Connect supporting information to your clear main points to reinforce them, and provide verbal cues of points covered and points to come.

3. Pace Yourself

Talking too fast is a common expression of speech anxiety. One way to reduce your anxiety level is to practice and know your information well. When you deliver your speech, knowing you have time, are well-prepared, and are familiar with your speech patterns will help you to pace yourself more effectively.

4. Speak with Concern for Clarity

Not everyone speaks English as their first language, and even among English speakers, there is a wide discrepancy in speaking style and language use. When you choose your language, consider challenging terms define them accordingly. As your rate of speech picks up, you may tend to slur words together and drop or de-emphasize consonants, especially at the ends of words. Doing this will make your speech harder to understand and will discourage listening.

5. Use Restatement and Repetition

There is nothing wrong with restating main points or repeating key phrases.

6. Provide Visual Reinforcement

As a speaker giving a prepared presentation, you have the luxury of preparing your visual aids with your audience in mind. Take advantage of the known time frame before your speech to prepare effective visual aids and your speech will be more effective.

7. Include Time for Questions

You can't possibly cover all the information about a topic that every audience member would want to know in the normal five to seven minutes of a speech. In some situations, the speaker will accept and answer questions during the body of the presentations, but it is more typical to ask listeners to hold their questions until the end.

8. Look for Ways to Involve Listeners Actively

Instead of letting your audience sit passively, motivate them to get involved in your presentation. You might ask for a show of hands as you raise a question like, “How many of you have wondered about...?” You might point out the window, encouraging your audience to notice a weather pattern or an example of air pollution. Even stepping away from the podium for a moment can provide variety and increase active listening.

To present a successful informative speech, motivate your audience by making your material relevant and useful, finding interesting ways to frame your topic, and emphasizing new aspects if the topic is a familiar one.

48. Preparing Your Speech to Inform

Now that you've reviewed issues central to the success of your informative speech, there's no doubt you want to get down to work. Here are five final suggestions to help you succeed.

1. Start with What You Know

Regardless of where you draw the inspiration, it's a good strategy to start with what you know and work from there. You'll be more enthusiastic, helping your audience to listen intently, and you'll save yourself time.

2. Consider Your Audience's Prior Knowledge

The audience will want to learn something from you, not hear everything they have heard before. Think about age, gender, and socioeconomic status, as well as your listeners' culture or language.

In the same way, when you prepare a speech in a business situation, do your homework. Access the company website, visit the location and get to know people, and even call members of the company to discuss your topic. The more information you can gather about your audience, the better you will be able to adapt and present an effective speech.

3. Adapting Language and Technical Terms

Define and describe the key terms for your audience as part of your speech and substitute common terms where appropriate. Your audience will enjoy learning more about the topic and appreciate your consideration as you present your speech.

4. Using Outside Information

Even if you think you know everything there is to know about your topic, using outside sources will contribute depth to your speech, provide support for your main points, and even enhance your credibility as a speaker. There is nothing wrong with using outside information as long as you clearly cite your sources and do not present someone else's information as your own.

5. Presenting Information Ethically



Figure 7.1. Presenting information ethically.

A central but often unspoken expectation of the speaker is that we will be ethical. This means, fundamentally, that we perceive one another as human beings with common interests and needs, and that we attend to the needs of others as well as our own. An ethical informative speaker expresses respect for listeners by avoiding prejudiced comments against any group, and by being honest about the information presented, including information that may contradict the speaker's personal biases. The ethical speaker also admits it when they do not know something. The best salesperson recognizes that ethical communication is the key to success, as it builds a healthy relationship where the customer's needs are met, thereby meeting the salesperson's own needs. When presenting information ethically, you must consider the following:

Reciprocity

Reciprocity, or a relationship of mutual exchange and interdependence, is an important characteristic of a relationship, particularly between a speaker and the audience. You as the speaker will have certain expectations and roles, but dominating your audience will not encourage them to fulfill their roles in terms of participation and active listening. Communication involves give and take, and in a public speaking setting, where the communication may be perceived as "all to one," don't forget that the audience is also communicating in terms of feedback with you. You have a responsibility to attend to that feedback, and develop reciprocity with your audience. Without them, you don't have a speech.

Mutuality

Mutuality means that you search for common ground and understanding with the audience, establishing this space and building on it throughout the speech. This involves examining viewpoints other than your own, and taking steps to insure the speech integrates an inclusive, accessible format, rather than an ethnocentric one.

Nonjudgmentalism

Nonjudgmentalism underlines the need to be open-minded, an expression of one's willingness to examine diverse perspectives. Your audience expects you to state the truth as you perceive it, with supporting and clarifying information to support your position, and to speak honestly. They also expect you to be open to their point of view and be able to negotiate meaning and understanding in a constructive way. Nonjudgmentalism may include taking the perspective that being different is not inherently bad and that there is common ground to be found with each other.

Honesty

Honesty, or truthfulness, directly relates to trust, a cornerstone in the foundation of a relationship with your audience. Without it, the building (the relationship) would fall down. Without trust, a relationship will not open and develop the possibility of mutual understanding. You want to share information and the audience hopefully wants to learn from you. If you only choose the best information to support only your point and ignore contrary or related issues, you may turn your informative speech into a persuasive one with bias as a central feature.

Respect

Respect should be present throughout a speech, demonstrating the speaker's high esteem for the audience. Respect can be defined as an act of giving and displaying particular attention to the value you associate with someone or a group. Displays of respect include making time for conversation, not interrupting, and even giving appropriate eye contact during conversations.

Trust

Communication involves sharing and that requires trust. Trust means the ability to rely on the character or truth of someone, that what you say you mean and your audience knows it. Acknowledging

trust and its importance in your relationship with the audience is the first step in focusing on this key characteristic.

Avoid Exploitation

Finally, when we speak ethically, we do not intentionally exploit one another. Exploitation means taking advantage, using someone else for one's own purposes. Perceiving a relationship with an audience as a means to an end and only focusing on what you get out of it, will lead you to treat people as objects. The temptation to exploit others can be great in business situations, where a promotion, a bonus, or even one's livelihood are at stake.

Suppose you are a bank loan officer. Whenever a customer contacts the bank to inquire about applying for a loan, your job is to provide an informative presentation about the types of loans available, their rates and terms. If you are paid a commission based on the number of loans you make and their amounts and rates, wouldn't you be tempted to encourage them to borrow the maximum amount they can qualify for? Or perhaps to take a loan with confusing terms that will end up costing much more in fees and interest than the customer realizes? After all, these practices are within the law; aren't they just part of the way business is done? If you are an ethical loan officer, you realize you would be exploiting customers if you treated them this way. You know it is more valuable to uphold your long-term relationships with customers than to exploit them so that you can earn a bigger commission.

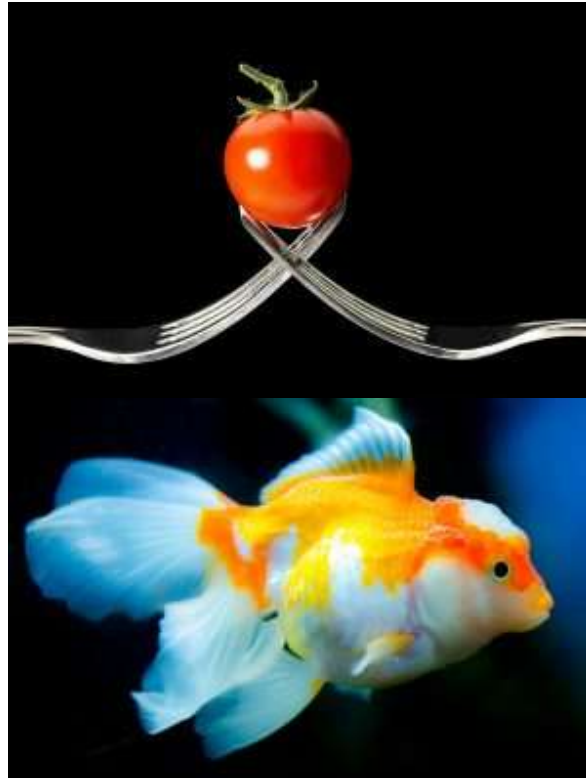
Consider these ethical principles when preparing and presenting your speech, and you will help address many of these natural expectations of others and develop healthier, more effective speeches.

Sample Informative Presentation

Here is a generic sample speech in outline form with notes and suggestions.

Attention Statement

Show a picture of a goldfish and a tomato and ask the audience, "What do these have in common?"



Introduction

1. Briefly introduce genetically modified foods.
2. State your topic and specific purpose: “My speech today will inform you on genetically modified foods that are increasingly part of our food supply.”
3. Introduce your credibility and the topic: “My research on this topic has shown me that our food supply has changed but many people are unaware of the changes.”
4. State your main points: “Today I will define genes, DNA, genome engineering and genetic manipulation, discuss how the technology applies to foods, and provide common examples.”

Body

1. Information. Provide a simple explanation of the genes, DNA and genetic modification in case there are people who do not know about it. Provide clear definitions of key terms.
2. Genes and DNA. Provide arguments by generalization and authority.
3. Genome engineering and genetic manipulation. Provide arguments by analogy, cause, and principle.

4. Case study. In one early experiment, GM (genetically modified) tomatoes were developed with fish genes to make them resistant to cold weather, although this type of tomato was never marketed.
5. Highlight other examples.

Conclusion

1. Reiterate your main points and provide synthesis, but do not introduce new content.
2. State your residual message (what you want to audience to remember most). “Genetically modified foods are more common in our food supply than ever before.”

In preparing an informative speech, use your knowledge and consider the audience’s knowledge, avoid unnecessary jargon, give credit to your sources, and present the information ethically.

49. Creating an Informative Presentation

An informational presentation is common request in business and industry. It's the verbal and visual equivalent of a written report. Informative presentations serve to present specific information for specific audiences for specific goals or functions. Table 7.1 below describes five main parts of a presentation to inform.

Table 7.1. Presentation Components and Their Functions. Lists the five main parts or components of any presentation (McLean, S., 2003).

Component	Function
Attention Statement	Raise interest and motivate the listener
Introduction	Communicate a point and common ground
Body	Address key points
Conclusion	Summarize key points
Residual Message	Communicate central theme, moral of story, or main point

Sample Speech Guidelines

Imagine that you have been assigned to give an informative presentation lasting five to seven minutes. Follow the guidelines in Table 7.2 below and apply them to your presentation.

Table 7.2. Sample speech guidelines. Seven key items.

Topic	Choose a product or service that interests you (if you have the option of choice) and report findings in your speech. Even if you are assigned a topic, find an aspect or angle that is of interest to research.
Purpose	Your general purpose, of course, is to inform. But you need to formulate a more specific purpose statement that expresses a point you have to make about your topic—what you hope to accomplish in your speech.
Audience	Think about what your audience might already know about your topic and what they may not know, and perhaps any attitudes toward or concerns about it. Consider how this may affect the way that you will present your information.
Supporting Materials	Using the information gathered in your search for information, determine what is most worthwhile, interesting, and important to include in your speech. Time limits will require that you be selective about what you use. Use visual aids!
Organization	<ul style="list-style-type: none"> • Write a central idea statement that expresses the message, or point, that you hope to get across to your listeners in the speech. • Determine the two to three main points that will be needed to support your central idea. • Finally, prepare a complete sentence outline of the body of the speech.
	Develop an opening that will
Introduction	<ol style="list-style-type: none"> 1. get the attention and interest of your listeners, 2. express your central idea or message, 3. lead into the body of your speech.
Conclusion	The conclusion should review and/or summarize the important ideas in your speech and bring it to a smooth close.
Delivery	The speech should be delivered extemporaneously (not reading but speaking), using speaking notes and not reading from the manuscript. Work on maximum eye contact with your listeners. Use any visual aids or handouts that may be helpful.

Informative presentations illustrate, explain, describe, and instruct the audience on topics and processes.

50. Conclusion



After reading this chapter, and returning to Dhavit's challenge related to the development of an informational presentation on the environment, how might Dhavit ensure that he communicates his message to best inform his colleagues? How can he help ensure that his presentation is accurate and balanced? How might he avoid injecting his bias or personal opinions into the presentation?

Check your Knowledge



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Additional Resources

Great Canadian Speeches <https://greatcanadianspeeches.ca>

For information on adapting your speech for an audience or audience members with special needs, explore this index of resources compiled by Ithaca College. <http://www.ithaca.edu/wise/disabilities/>

Visit this site for a list informative topics for a business speech. <http://smallbusiness.chron.com/ideas-informative-speech-topics-business-81465.html>

Glossary

Attention Statement – raise interest and motivate the listener.

Bias – an unreasoned or not-well-thought-out judgment.

Body – address key points.

Conclusion – summarize key points.

Describing – using information that requires emphasis on language that is vivid, captures attention, and excites the imagination.

Demonstration – focuses on clearly showing a process and telling the audience important details about each step so that they can imitate, repeat, or do the action themselves.

Exploitation – means taking advantage, using someone else's story or situation for your own purposes.

Exposition – a public exhibition or display, often expressing a complex topic in a way that makes the relationships and content clear.

Honesty – or truthfulness, directly relates to trust, a cornerstone in the foundation of a relationship with your audience.

Informative presentations – focus on helping the audience to understand a topic, issue, or technique more clearly.

Informative report – a speech where you organize your information around key events, discoveries, or technical data and provide context and illustration for your audience.

Interpretation – involves adapting the information to communicate a message, perspective, or agenda.

Introduction – communicate a point and common ground.

Mutuality – means that you search for common ground and understanding with the audience, establishing this space and building on it throughout the speech.

Nonjudgmentalism – underlines the need to be open-minded, an expression of one's willingness to examine diverse perspectives.

Objectivity – involves expressions and perceptions of facts that are free from distortion by your prejudices, bias, feelings or interpretations.

Reciprocity – a relationship of mutual exchange and interdependence.

Residual message – communicate the central theme or main point.

Respect – defined as an act of giving and displaying particular attention to the value you associate with someone or a group.

Trust – means the ability to rely on the character or truth of someone, that what you say you mean and your audience knows it.

Chapter References

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