

# Informative Speech

This speech will allow you to become an “expert” on a topic and share your expertise with the class. The main purpose is to inform your audience, not persuade them. Avoid using any call-to-action phrases like “you must...” or “I encourage you to...” or any other persuasive phrases. Also, your opinion should not be included in any statements you make.

- For this speech you will choose a topic to research and present. Click [HERE](#) for tips on writing an informative speech as well as topics. Your topic does not have to come from this list, but it’s a good place to look first!
- Once you have selected your topic, you need to conduct research regarding the topic. This should include reading articles from credible sources and possibly watching videos about the topic.
- In your speech, you must cite at least TWO credible sources of information. You may use more if you like. This means you must verbally communicate your sources of information to the class. Be as specific as possible! For example:

*According to Shawn Dotson, a senior staff member at Johns Hopkins University, the number of coronavirus cases have surged in areas of low income.*

*Robert Redfield, director of the Center for Disease Control, recommends social distancing of at least 6 feet between individuals.*

Basically, any information you provide in your speech that is not common knowledge needs to be cited. For example, you do not need to cite a scientist to inform the class that the sky is blue or that a lack of exercise leads to obesity. This is what we refer to as “common knowledge” and does not need to be cited.

If you present information that you discovered specifically from a source (article/video/podcast), that information MUST be cited.

- **SOCIAL MEDIA AND BLOGS ARE NOT CONSIDERED CREDIBLE SOURCES OF INFORMATION - UNLESS THE PERSON POSTING IS A CERTIFIED EXPERT.**

- I encourage you to look to scholarly articles, scientific research reviews, and peer reviewed journals for information. Try using “Google Scholar” as a search engine to find such articles. Podcasts may be deemed credible based on who is hosting the podcast. For example, if a doctor or scientist has a podcast, they are credible sources. If the person hosting is a bartender, but their podcast is about economics, they are not considered credible.
- Generally speaking, anything with a web address ending with .org, .gov., or .edu is a credible source of information. Websites ending with .com are commercial sites that must be critically examined before determining if they are credible or not. Although news websites tend to be biased in one way or another, they are typically considered credible sources of information - but only major news affiliates. Sites like *Infowars* or the *National Enquirer* are not news outlets that you want to explore for credible, verified information.
- For this speech, you will also need to incorporate **THREE visuals using Google Slides.** Your visuals may be just simply pictures, but you may also use statistics, charts, or other important information pertaining to your speech on these slides (bullet points, main ideas, transitions, etc.) **A GENERAL RULE IS TO NOT LIST ANY MORE THAN FOUR PIECES OF INFORMATION ON ONE SLIDE - you don’t want a slide that is too “busy”.**

**CHOOSE A TOPIC THAT IS INTERESTING, AND  
SOMETHING WE/YOU MAY NOT KNOW TOO  
MUCH ABOUT!!!**

### **Speech Criteria**

- 5-7 minutes in length
- Completed Outline (this will include a list of your sources)
- Cite at least TWO credible sources (both verbally and on your outline)
- Eye contact
- Preparedness
- Voice
- Verbal Ticks (NOT SAYING UHHH,...UMMM...AND UHHH...LIKE...ETC...)
- Three visuals

Due Dates:

**OUTLINE IS DUE TUESDAY, OCTOBER 27th**

**SPEECH IS DUE FRIDAY, OCTOBER 30th**

**NOTECARDS CHECKED WEDNESDAY, NOV. 4th**

**SPEECHES ON WEDNESDAY, NOVEMBER 11th**