INFORMATIVE SPEECH GUIDELINES
COMMUNICATION 140—PUBLIC PRESENTATIONS

MR. POCOCK

OBJECTIVES:
1. To select a topic on which you and your audience would like to learn more;
2. To present this new information in an organized way;
3. To present the information clearly and with interesting support material (evidence);
4. To deliver this presentation in a lively manner, with confidence.

LENGTH:
Four (4) to six (6) minutes.

PROCEDURES:
1. Select a topic which you can illustrate with a visual aid.
2. Prepare a working outline of your presentation.
3. Research information about your topic which supports your message and establishes common ground with your audience.
4. Organize your information into main points that are clear, concise and memorable. All points must support your thesis.
5. Plan an attention-grabbing introduction.
6. Plan a convincing conclusion that naturally supports your message.
7. If you must use notes, make a speaking outline on one file card.
8. Practice your speech aloud, but do not memorize it!
9. Include a reference section of at least two sources using proper footnote technique.

DEADLINES:
1. Working Outline: As scheduled on the Course Syllabus.
2. Technical Outline and Presentation: As scheduled on the Course Syllabus.

TEXT REFERENCE:
Section 22

SPEAKING HINTS:
1. Relax. It’s good to be nervous. It lets you know that adrenaline is present to help you with vocal projection, descriptive gestures and a purposeful walk. Simply train the “butterflies” in your stomach to “fly in formation”
2. Take a breath before your start speaking.
3. Use sustained eye contact.
4. Concentrate on sharing what you know.
5. Use comfortable, but purposeful posture and body movements.
6. Dress so you feel good about yourself when delivering the speech. Confirm your dress is appropriate for your topic.
7. Be comfortable with appropriate silence and pauses.
8. Practice, practice, practice. But do not memorize it!
9. You must use a visual aid in this presentation!

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