

Chapter 17
Informative Presentations

1. The Informative Presentation
 - a. Its intent is to inform, teach, and answer your proposition question HOW.
2. Types of Informative Presentations
 - a. Demonstration Speech
 - i. The audience learns how to do something
 - b. Background Speech
 - i. To describe by giving evidence without persuasion or opinion
 - c. Definition Speech
 - i. Explains what something is
3. Strategies for Informative Presentations
 - a. Appeal to Multisensory Channels
 - i. Hearing and Seeing
 - ii. Feelings!
 - b. Emphasize Key Ideas through Repetition
 - i. Take your main ideas and put them throughout your talk
 - c. Explain Unfamiliar Words or Concepts
 - i. Explain in words and metaphors the audience can understand
 - d. Use Examples and Descriptive Language
 - i. Use descriptive examples the audience can identify with
 - e. Use Mnemonic Acronyms
 - i. B.E.E.F. for shooting a basketball
 - f. Use Vivid Language
 - i. Appeal to the senses
 - g. Reduce or Eliminate Distractions
 - i. Verbal fillers such as: Umm's, Ahh's, Butts, So's, In that moment...
 - ii. Movement that is not purposeful