# COMS 130: Informative Speech Assignment (outline & rubric attached)

By Carter Reed

Due:

Points:

Purpose: At the completion of this assignment, you should:

* Be able to analyze an audience and use that information to select and narrow a topic appropriate for an informative speech.
* Apply the principles for selecting a clear purpose and thesis statement.
* Research the speech topic, outline a speech that cites at least four sources, and create a proper bibliography.
* To effectively utilize both primary and secondary data sources in your speech.
* Deliver a speech in an extemporaneous manner.

## Assignment

The purpose of this informative speech is to convey original knowledge and understanding to a public audience in an organized and memorable fashion.  In this assignment, you are asked to prepare and deliver a **5-7 minute**informative speech on one of the two following prompts:

1. Choose a recent innovation or invention in an area you are interested in. Describe how and why such innovation/invention changed that area, whether it be arts, entertainment, sciences, sports, etc.…, and the broader implications of such innovation/invention for society. Make sure to pick something with plenty of resource material to cite to and some unique and original knowledge to communicate to your audience. While you are encouraged to choose something you are passionate about, remember you are not *persuading* your audience in this speech—***do not play the role of a salesperson for your topic***. Instead, be sure to ***present both the benefits and any shortcomings/failures.***

—***or***—

1. Choose a timely community debate, political issue, or social movement that presents a unique and original problem to your audience. If you choose to do a debate or political issue, remember that ***this is not a persuasive speech***. It is your job as an informative speaker to ***clearly explain the arguments on both sides***. Describe how and why your debate, issue, or movement is important and its implications on society. Since this is an informative speech, there is no “call to action”—in other words, you are not advocating for your audience to choose a particular stance or take an action toward one side or the other. Be sure to choose a topic that has plenty of resource material to cite to.

## Requirements

For this assignment, advance preparation will be crucial to your success.

* A formal outline must be submitted to Canvas **\_\_\_\_\_\_\_\_.** You will review the outlines of your peers in small groups and then revise your outlines accordingly. Final revised outlines are due to Canvas on **\_\_\_\_\_\_\_\_**. Please see the outline description below for additional requirements.
* You may use no more than three 3x5 note cards, only written on one side, preferably written in pen. Your note cards should be a KEY-WORD presentation outline, not written out in full sentences. The idea is to have no more than one card per point and to limit the writing on each card to the main point, subpoints, and citations. Remember: Your speech needs to be delivered in an extemporaneous manner.
* You are to verbally cite at least four sources during the delivery of your speech. You should include the author, author's credibility, year, and publication source for each citation.

## Outline

A formal outline is required. This outline must include:

* Full-sentences that describe the major points and subpoints of your speech;
* At least four (4) in-text citations (APA format encouraged; you may also use MLA);
  + Keep in mind that these outlines will be due on Canvas and will be run through *TurnItIn*, a software program meant to identify plagiarism
* A complete reference/works cited page;
  + For assistance with following APA format, use the Purdue Online Writing Lab as are source: <https://owl.english.purdue.edu/owl/resource/560/01/>
* Well-edited sentences free of grammatical errors

One common example of an informative speech outline is as follows:

INTRODUCTION

* Make sure to include a clincher (way to grab the audience’s attention), a statement as to your authority as a speaker (i.e. what you know about/why you’re familiar with your topic), a clear and concise thesis statement, and a roadmap laying out your 3 points.

1. BACKGROUND: describe the background of your topic
   1. When/where did it come about?
   2. How was it developed?
2. APPLICATION: describe how your topic is applicable to today’s world
   1. What is its purpose?
   2. Why has it changed society for better or worse?
3. IMPLICATIONS: describe what impact your topic will have going forward
   1. Why is this topic important for the audience to know about?
   2. Will the topic present important uses, issues, or problems for society?

CONCLUSION (should include most of the elements of your intro—think “full circle” ending)

# INFORMATIVE SPEECH RUBRIC

**\_\_\_\_\_ Introduction (10 points)**

\_\_\_ Captures audience attention in a favorable way (clincher)

\_\_\_ Relates topic to audience

\_\_\_ Establishes speaker credibility

\_\_\_ Clear thesis statement

\_\_\_ Provides clear preview or roadmap

**\_\_\_\_\_ Body (40 pts.)**

\_\_\_ Clear transitions into the main body

\_\_\_ 3 main points are clear and present (i.e. signposting/clear transitions)

\_\_\_ There is an overarching connection back to the thesis

\_\_\_ Body is organized and flows well as a result

\_\_\_ Speaker provides an unbiased and informative analysis of the topic

\_\_\_ Topic is unique/original and challenging

\_\_\_ Main arguments are well supported

\_\_\_ Supporting arguments are topical

\_\_\_ Adequate variety of sources (must be at least four)

\_\_\_ Sources cited orally for the audience

\_\_\_ Used credible sources

**\_\_\_\_\_ Conclusion (10 pts.)**

\_\_\_ Clear transition to conclusion

\_\_\_ Provides summary of 3 main points

\_\_\_ Restates clear and concise thesis statement

\_\_\_ Provides a memorable, creative conclusion (clincher)

**\_\_\_\_\_ Delivery (20 pts.)**

\_\_\_ Avoids vocal fillers or pauses

\_\_\_ Appropriate gestures and facial expressions

\_\_\_ Appropriate vocal volume

\_\_\_ Clear articulation and diction

\_\_\_ Conversational tone

\_\_\_ Confident posture

\_\_\_ Correct pronunciation

\_\_\_ Extemporaneous style

\_\_\_ Gives eye contact to entire audience

\_\_\_ Good speed and rate (including use of pauses)

\_\_\_ Purposeful body movements

\_\_\_ Rehearsed delivery

\_\_\_ Used vocal variety

\_\_\_ Time Management

Score: \_\_\_\_\_\_\_\_\_ / 80