Rhetoric—Pr. Bizzell—Spring 2012: Informational Speech

Due: 13, 15 Feb. (you MUST be ready on your assigned day)

**Time:** 8 minutes. Note: it takes about two minutes to read a page of print with 12-point type, double-spaced (but see below in re. speech notes).

**Topic:** how to do or make something (“how to make a gourmet meal”); how something works (“the technology of the I-Pod”); the history of something (“the legal drinking age in Massachusetts over the last 100 years”); the kinds of something (“varieties of the successful professional football quarterback”); and more.

**Planning:** You must have a topic by Wednesday 8 Feb. We will workshop these speeches in class on that day.

**Informative strategies:** You must use at least two of these strategies (to be discussed in class on 8 Feb.):
--an over-all speech structure that moves from simple to complex
--an over-all speech structure that moves from familiar to unfamiliar
--verbal signposts
--enumeration of points, phases, sections
--an acronym, slogan, catchword, or memorable phrase for an important point
--verbal emphasis cues, such as “my most important point is . . . “
--concrete examples
--analogies
--repetition (see Farnsworth)

And everyone should plan to use some kind of visual presentation aid (also to be discussed in class).

**Speech notes:** you should speak from notes, not from a typed manuscript. I will collect them, but will not grade them. No bibliography is needed.

**Evaluation:** you will be graded on the following criteria:
--effective vocal and physical delivery
--clarity of speech structure and information delivered—use of informative strategies
--effective visual presentation aid