

### What is an Informative Speech?

- An Informative Speech focus on educating an audience through the use of facts and evidence to establish credibility. It can include definitions, explanations, descriptions, visual images, demonstrations. It should focus on speaking about objects, events, processes, concepts, and examples. An informative speech **does not** attempt to persuade and audience, give opinions, or take a position on the topic.


### How to choose a topic?

- Brainstorm the basic who, what, when, where, and why.
- **Who:** Who is your audience? Why should your audience be interested in your topic?
- **What:** What topics am I interested in? What topics is my audience interested in? What can I research?
- **When:** How long do I have to present? A shorter presentation should cover a niche topic or a high-level concept while a longer presentation can go into a more detailed topic.
- **Where:** Where am I speaking? What is the geographic location of my speech? What tools will I have available?
- **Why:** What is the purpose of my speech? Why am I speaking about this topic?

### Informative Speech Topic Examples

- The benefits of time in nature
- Pros and cons of remote work
- How to be more confident
- How to start a business
- Unique ways to stop global climate change
- Fashion through the decades
- How to decide on a college major

More examples: <https://www.scienceofpeople.com/informative-speech-topics/>

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**Example:**

**Attention getter:** Did you know that attending or working at a green school can lead students and teachers to have less health problems? Did you know that allowing more daylight into school buildings increases academic performance and can lessen attention and concentration challenges? Well, the research I will cite in my speech supports both of these claims, and these are just two of the many reasons why more schools, both grade schools and colleges, are going green.

**Introduction of topic:** Today, I'm going to inform you about the green movement that is affecting many schools.

**Credibility and relevance:** Because of my own desire to go into the field of education, I decided to research how schools are going green in the United States. But it's not just current and/or future teachers that will be affected by this trend. As students at Eastern Illinois University, you are already asked to make "greener" choices. Whether it's the little signs in the dorm rooms that ask you to turn off your lights when you leave the room, the reusable water bottles that were given out on move-in day, or even our new Renewable Energy Center, the list goes on and on. Additionally, younger people in our lives, whether they be future children or younger siblings or relatives, will likely be affected by this continuing trend.

**Preview statement:** In order to better understand what makes a "green school," we need to learn about how K–12 schools are going green, how college campuses are going green, and how these changes affect students and teachers.

**Transition:** I'll begin with how K–12 schools are going green.

Informative Speech One Page Outline

**Title:**

**General Purpose:**

**Specific Purpose:**

**Thesis Statement:**

**INTRODUCTION**

- **Attention Getter:**
- **Topic & Audience Relevance:**
- **Credibility:**
- **Preview of main points:**

**BODY**

- **Transition:**
  - **Point 1:**
    - **A:**
    - **B:**
- **Transition:**
  - **Point 2:**
    - **A:**
    - **B:**
  - **Transition:**
  - **Point 3:**
    - **A:**
    - **B:**

**CONCLUSION**

- **Transition:**
- **Summary of Main Points:**
- **Restate your thesis:**
- **Closing Statement:**



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**BRAINSTORMING IDEAS:**

**TITLE:**

**GENERAL PURPOSE:**

**SPECIFIC PURPOSE:**

**THESIS STATEMENT:**



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Informative Speech Outline

**INTRODUCTION:**

**Attention Getter (question, poem, quotation, statistic, anecdote, etc.):**

**Topic & Audience Relevance (relate importance of topic to your audience):**

**Establish Credibility (how and why you know about this topic):**

**Preview of Main Points (central idea of the speech):**

**Transition Sentence to main point 1:**



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**Informative Speech Outline**

**BODY (3-5 main points):**

**Main point 1 (one sentence):**

**Subpoint A (one sentence, explaining one part of the main point):**

**Sub-Subpoint 1 (one sentence story, statistic, research, reference, etc.):**

**Sub-Subpoint 2 (one sentence, more details about subpoint A):**

**Subpoint B (one sentence, explaining another part of the main point):**

**Sub-Subpoint 1 (one sentence, more details about subpoint B):**

**Sub-Subpoint 2 (one sentence, more details about subpoint B):**



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**Transition Sentence to main point 2:**

**Main point 2 (one sentence):**

**Subpoint A (one sentence, explaining one part of the main point):**

**Sub-Subpoint 1 (one sentence story, statistic, research, reference, etc.):**

**Sub-Subpoint 2 (one sentence, more details about subpoint A):**

**Subpoint B (one sentence, explaining another part of the main point):**

**Sub-Subpoint 1 (one sentence, more details about subpoint B):**

**Sub-Subpoint 2 (one sentence, more details about subpoint B):**



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**Transition Sentence to main point 3:**

**Main point 3 (one sentence):**

**Subpoint A (one sentence, explaining one part of the main point):**

**Sub-Subpoint 1 (one sentence story, statistic, research, reference, etc.):**

**Sub-Subpoint 2 (one sentence, more details about subpoint A):**

**Subpoint B (one sentence, explaining another part of the main point):**

**Sub-Subpoint 1 (one sentence, more details about subpoint B):**

**Sub-Subpoint 2 (one sentence, more details about subpoint B):**





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**Transition Sentence to main point 4:**

**Main point 4 (one sentence):**

**Subpoint A (one sentence, explaining one part of the main point):**

**Sub-Subpoint 1 (one sentence story, statistic, research, reference, etc.):**

**Sub-Subpoint 2 (one sentence, more details about subpoint A):**

**Subpoint B (one sentence, explaining another part of the main point):**

**Sub-Subpoint 1 (one sentence, more details about subpoint B):**

**Sub-Subpoint 2 (one sentence, more details about subpoint B):**



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**Transition Sentence to main point 5:**

**Main point 5 (one sentence):**

**Subpoint A (one sentence, explaining one part of the main point):**

**Sub-Subpoint 1 (one sentence story, statistic, research, reference, etc.):**

**Sub-Subpoint 2 (one sentence, more details about subpoint A):**

**Subpoint B (one sentence, explaining another part of the main point):**

**Sub-Subpoint 1 (one sentence, more details about subpoint B):**

**Sub-Subpoint 2 (one sentence, more details about subpoint B):**



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**CONCLUSION:**

**Transition Sentence to conclusion:**

**Summary of Main Points (one to two sentences summarizing main points):**

**Restate your thesis (one to two sentences rephrasing your thesis):**

**Closing Statement:**

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