

Informative Speech

APSU Writing Center Handout

An informative speech educates an audience using facts and evidence to establish credibility.

It does not persuade, give opinions, or take a position on the topic.

It can include definitions, explanations, descriptions, visuals or demonstrations.

How to Choose a Topic

Use the basic questions: Who, What, When, Where, Why.

Who

Examples: Who is your audience? Who should be interested in your topic?

What

Examples: What topics interest you? What topics interest your audience? What can you research?

When

Examples: When will you be presenting? When should you cover a niche topic versus a detailed topic?

Where

Examples: Where will you be speaking? Where will you have access to tools or resources?

Where can your audience apply for this information?

Why

Examples: Why are you speaking about this topic? Why should your audience care 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

References

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