

INFORMATIVE SPEAKING



Informative Speaking

What is information?

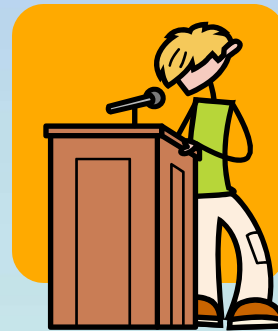
- “That which reduces uncertainty.” (DeVito, 2002)
- “Information speaking is discourse that imparts new information, secures understanding, or reinforces accumulated information.” (Berko, et al., 2004)



Informative Speaking

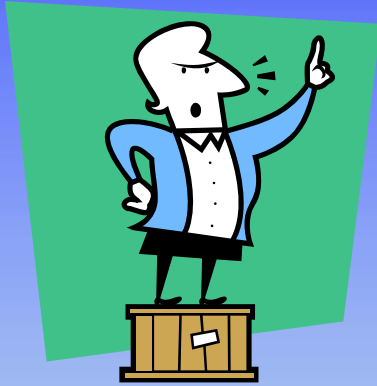
What, then, is the theoretical basis for the argument that **ALL PUBLIC SPEAKING IS PERSUASIVE?**

An *Informative Briefing* presupposes a specialized beginning knowledge on the part of the audience. A briefing is usually followed by an exchange of data, ideas, and questions.



Informative Speaking

An informative speaker



Defines
Describes
Explains
Narrates



In order to accomplish his/her goal.

Methods of Defining

- Comparison/Contrast
- Synonym
- Antonym
- Etymology
- Conceptually
- Operationally

Definitions: Conceptual Vs. Operational

Conceptual: Lies in the verbal (abstract)
universe.



A good conceptual definition possesses:

- Parsimony: conciseness; uses a few, but specific, words as possible
- Clarity: divides the word into two halves
- Scientifically heuristic: explains; defines; and predicts phenomena; promotes further investigation



Operational Definition

Describes what is to be observed by specifying **HOW** to observe.

