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.