**ACTIVITIES**

**Categories of Informative Speeches**

Examine the speech topics on the site linked below. Review the different categories of informative speeches, classified by both content and purpose, and find an example of each from this list. Then consider how you might transform some of these informative speech topics into persuasive ones.

[http://people.wcsu.edu/petkanasw/268 informative\_speech.htm](http://people.wcsu.edu/petkanasw/268%20informative_speech.htm)

**Information Hunger**

Analyze a news broadcast for techniques that journalists use to create information hunger. How do they get you to stay tuned? Then analyze a TED Talk from ted.com and compare how the particular speaker in this media forum creates information hunger.

Make your discussion specific by citing concrete examples of technique. Do these speakers establish compelling reasons for the audience to listen? Do they invoke physical, social, identity, or practical needs?

**Informative Speech Analysis**

Find an informative speech on a topic of your choice on the Web. (Ted.com is always a good place to start as it provides transcripts in addition to video.) Analyze the speech in detail by answering the following questions:

1. Identify the main points of the presentation, beginning with the thesis.
2. How did the speaker make it easy to listen?
3. Did the speaker use visual aids? If so, what kinds were used, and how effective were they?
4. Did the speaker provide vocal citations? If so, list them.
5. Identify any three types of support, apart from vocal citations, used by the speaker.
6. How did the speaker emphasize important points?
7. How did the speaker generate audience involvement?
8. How did the speaker grab your attention?
9. How did the speaker make the speech relevant to you?
10. What made the presentation effective?
11. Was there anything that made the presentation ineffective? If so, how could it have been improved?

**PowerPoint**

Examine the following PowerPoint slides that exemplify what **not** to do. What various rules for visual aids do these presentations violate?

<http://www.pcworld.com/article/161912/powerpoint_hell_dont_let_this_happen_to_your_next_presentation.html>

**Slide Tips**

Now read this blog that offers helpful insights on best practices: how to create slides that effectively communicate your ideas. What advice do the experts offer that is similar to the discussion of visual aids in the text? What did you learn that was not discussed in the text?

http://blog.ted.com/10-tips-for-better-slide-decks/

Then link to the following TED Talk (linked to in the blog also), and assess David Epstein’s visuals in his presentation. How well do his slides complement or enhance his presentation? Which tips discussed in the blog you just read does Epstein use to impressive effect? What might he have done differently?

http://www.ted.com/talks/david\_epstein\_are\_athletes\_really\_getting\_faster\_better\_stronger#t-213737

**FOR FURTHER EXPLORATION**

**TED Talk**

David McCandless: “The Beauty of Data Visualization”

<http://www.ted.com/talks/david_mccandless_the_beauty_of_data_visualization?language=en>

**Films**

(For further discussion of these and other films that illustrate communication concepts, see *Now Playing*.)

*Selma* (2014, Rated PG-13)

Communication Concepts: public speaking, language, relational messages

*Election* (1999, Rated PG-13)

Communication Concepts: public speaking, language, coculture, communication competence

*Dead Poets Society* (1989, Rated PG-13)

Communication Concepts: information hunger, critical thinking, conflict, group development

**Books**

Nancy Duarte (2008): *Slide:ology: The Art and Science of Creating Great Presentations*. O’Reilly Media, Inc. Sebastopol, CA.

This guide teaches the effective use of presentation technology and discusses how to generate ideas that can be translated into informative graphics an audience can process.

**Journal Articles**

Hertz, Brigitte, Kerkhof, Peter & van Woerkum, Cees (2016). PowerPoint slides as speaking notes. *Business & Professional Communication Quarterly, 79*(3) 348–359.

**Abstract:** PowerPoint presentations are often criticized for the excessive use of text on the slides. In a study of 97 academic scholars, we found that presenters indeed used substantially more text than is advised. Speaking anxiety was found to be related to the time spent on preparing and rehearsing, and time spent on rehearsing is related to the number of words on the slides. Anxious presenters appear to use PowerPoint slides as speaking notes. Presenters should be trained to overcome their speaking anxiety by means other than the abundant use of words on their slides

Collins, J. Carlson (2015). PowerPoint trumps word. *Journal of Accountancy 219*(6), 1–3.

**Abstract:** The article discusses the use of Microsoft PowerPoint slide show presentation program as alternative to organizing photographs in Microsoft Word software. The steps in creating an album using PowerPoint's built-in Photo Album tool, examples of created albums and production of the PowerPoint file as a PDF computer file format are provided.

Edmunds, Angela & Morris, Anne (2000). The problem of information overload in business organisations: a review of the literature. *International Journal of Information Management 20*, 17–28.

**Abstract:** This paper reviews the literature on the problem of information overload, with particular reference to business organizations. The literature reveals that although the problem of information overload has existed for many years, in recent years the problem has become more widely recognised and experienced. Both perceptions and the actual effects of information overload have been exacerbated by the rapid advances made in information and communication technology, although it is not clear cut as to whether the Internet has worsened or improved the situation. A theme stressed in the literature is the paradoxical situation that, although there is an abundance of information available, it is often difficult to obtain useful, relevant information when it is needed. Some solutions put forward to reduce information overload are: a reduction in the duplication of information found in the professional literature; the adoption of personal information management strategies, together with the integration of software solutions such as push technology and intelligent agents; and the provision of value-added information. An emphasis is placed on technology as a tool and not the driver, while increased information literacy may provide the key to reducing information overload.