Preliminary Reading Informative Speech

1. What are the four types of informative speeches discussed in the chapter? Give an example of a good specific purpose statement for each type.
2. Why must informative speakers be careful not to overestimate what the audience knows about the topic? What can you do to make sure your ideas don't pass over the heads of your listeners?
3. What should you do as an informative speaker to relate your topic directly to the audience?
4. What two things should you watch out for in making sure your speech is not overly technical?
5. What are three methods you can use to avoid abstractions in your informative speech?
6. What does it mean to say that informative speakers should personalize their ideas?
7. Why is it important for informative speakers to be creative in thinking about ways to communicate their ideas?

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