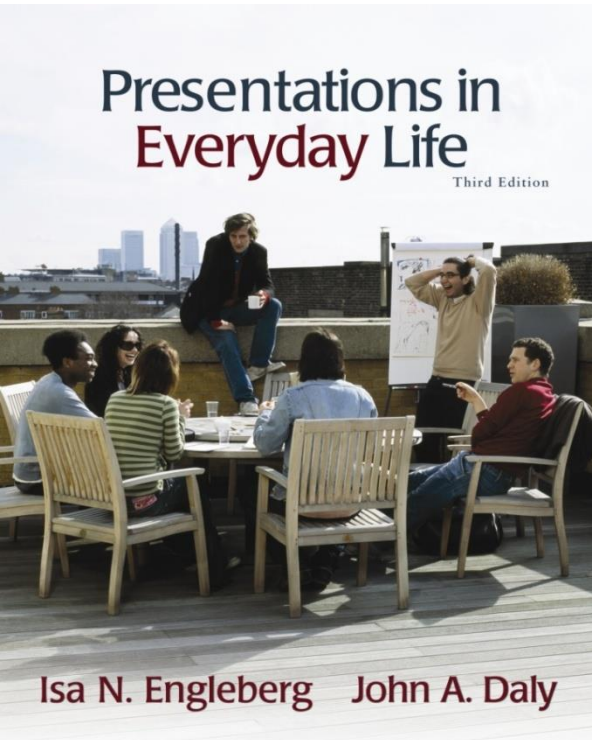


Chapter 15: Informative Presentations



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Chapter 15: Informative Presentations



What Is Informative Speaking?
Informative Communication Strategies
Insider Secrets

Informative vs. Persuasive Speaking

Informative Speaking

- Instructs, explains, enlightens, clarifies, reminds, corrects
- Gives something to the audience
- Tell them
- Informing can persuade

Persuasive Speaking

- Tries to change attitudes, and/or behavior
- Gets something from the audience
- Sell them
- Persuasion can inform

Include a Value Step

Value Step

Uses the presentation's introduction to tell an audience why the information is beneficial or important to them.

What Makes a Presentation Valuable?

- Social Benefits

- (1) More popular

- (2) _____

- Physical Benefits

- (1) Healthier

- (2) _____

- Psychological Benefits

- (1) Reduce stress

- (2) _____

What Makes a Presentation Valuable?

- Intellectual Benefits

- (1) More creative

- (2) _____

- Economic Benefits

- (1) Save money

- (2) _____

- Professional Benefits

- (1) Career advancement

- (2) _____

Rowan's Theory of Informatory and Explanatory Communication

Informatory

Primary aim is to increase audience awareness

Presents the latest information about a topic

Similar to news reporting

Explanatory

Primary aim is to enhance or deepen audience understanding

Goes beyond “facts” to help audience understand, interpret, or evaluate.

Answers “Why?” or “What does that mean?”

Comparing *Informatory* and *Explanatory* Communication

Informatory

- Cake recipes
- Simple directions
- Brief news stories
- Sports trivia
- Biographies
- Surfing the Web
- Healthy diets
- Battle plans

Explanatory

- Baking principles
- Academic lectures
- In-depth news stories
- Game analysis
- Philosophical theories
- _____
- _____
- _____

Informative Communication

Four Types of Informative Messages

- Reporting New Information
- Clarifying Difficult Terms
- Explaining Quasi-Scientific Phenomena
- Overcoming Confusion and Misunderstanding

Strategies for Reporting New Information

- Include a value step in the introduction.
- Use a clear organizational pattern.
- Use various types of supporting material.
- Relate information to audience interests and needs.

Types of Informatory Presentations

- Informing about Objects
Aardvarks → Zygote
- Informing about People
Assama → Zacharias
- Informing about Procedures
Adopting → Zincography
- Informing about Events
Advent → Zero-zero

Informing About Objects

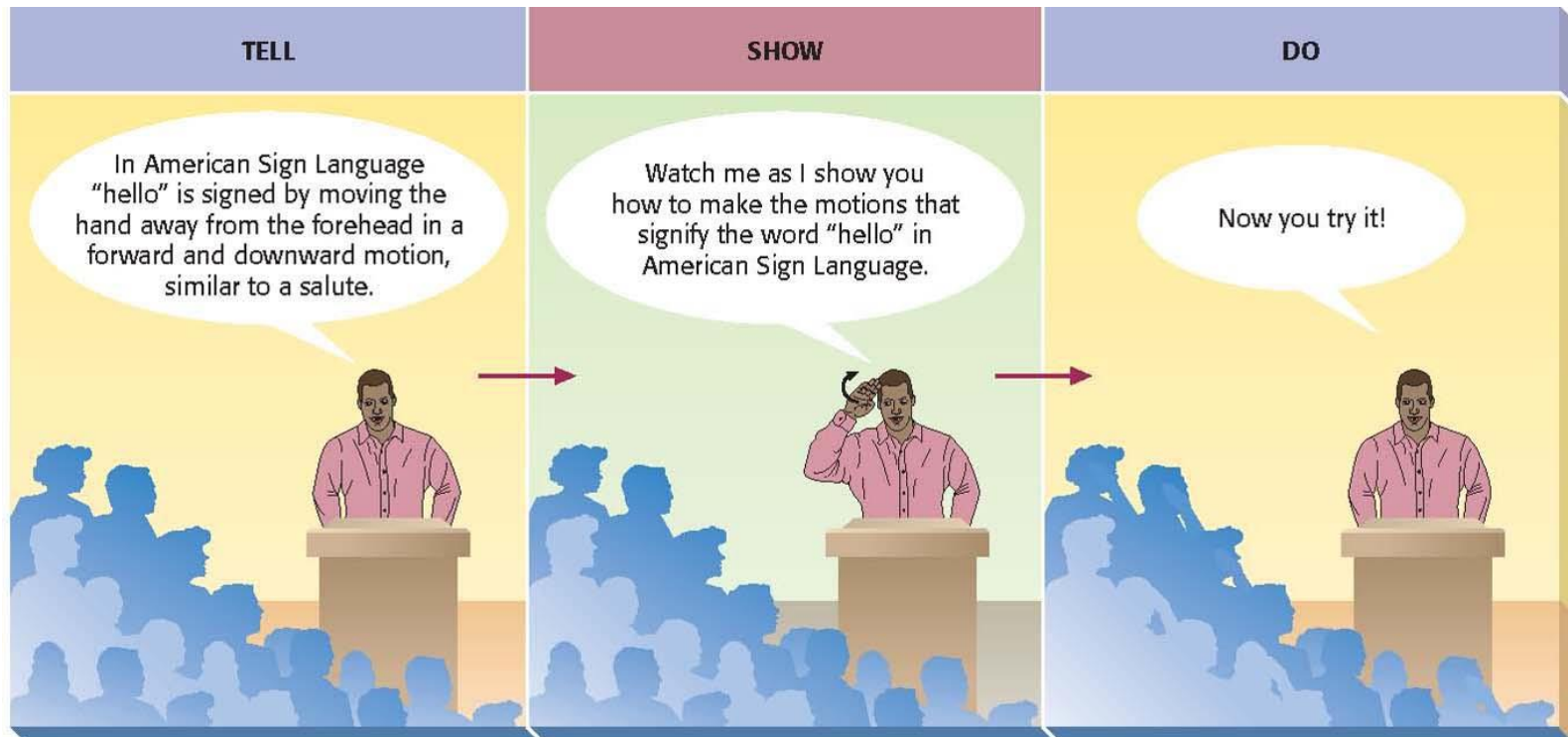
- **Topic Area:** Fire Ants
- **Purpose:** To familiarize audiences with the external anatomy of fire ants
- **Central Idea:** A tour of the fire ant's external anatomy will help you understand why these ants are so hard to exterminate.
- **Value Step:** Besides inflicting painful, sometimes deadly stings, fire ants can eat your garden, damage your home, and harm your pets.

Informing About a Procedure

- **Topic:** Cooking hard-boiled eggs
- **Purpose:** To teach listeners how to make fool proof hard-boiled eggs
- **Central Idea:**

- **Value Step:**

Tell, Show, Do



Types of Explanatory Presentations

- Clarify Difficult Terms
- Explain Quasi-Scientific Phenomena
(Enhances an audience's *basic* understanding of a scientific phenomenon rather than an exhaustive grasp of the science)
- Overcome Confusion and Misunderstanding

Strategies for Clarifying Difficult Terms

- Define essential features
- Use multiple and varied examples
- Discuss non-examples
- Quiz the audience to test understanding
- Examples of difficult terms:
 - Quantum mechanics
 - Transcendentalism

Clarifying the Meaning of Heuristics

- **Topic:** Heuristics
- **Purpose:** To define heuristics and explain how it affects persuasion
- **Central Idea:** An understanding of heuristics provides speakers with important persuasive tools.
- **Value Step:** Understanding heuristics can help you persuade others and help them reject invalid heuristic arguments.

Strategic Organization for a Presentation on Heuristics

- Definition of heuristic messages
- Examples of heuristic messages
 - Speak longer.
 - Enhance your credibility.
 - Use respected sources.
 - Use humor and personal stories.
- Contrast heuristic messages with invalid arguments.
- Quiz the audience about heuristic messages.

Strategies for Explaining Quasi-Scientific Phenomena

- Provide clear key points.
- Use analogies, metaphors, and similes.
- Use presentation aids.
- Use connectives—transitions, previews, summaries, and signposts.
- Examples of complex processes
 - How do antibiotics work?
 - How do El Nino events occur?
 - How did modern language evolve?

Explaining Quasi-Scientific Phenomena

- **Topic:** Complexity Theory
- **Purpose:** To explain how complexity theory organizes seemingly random behavior
- **Central Idea:** Complexity theory explains how complex systems bring order and chaos into a special balance.
- **Value Step:** Understanding complexity theory will help you understand economics, business, basic physics, and even human behavior.

Strategic Organization for Complexity Theory

- Key Points: Order, Complexity, and Chaos in different contexts
- Order is like ice, complexity is like water, and chaos is like a steam.
- Illustration depicting ice, water, and steam
- Clear and repeated connective phrases

Explaining Quasi-Scientific Phenomena

Photosynthesis

A.

B.

C.

D.

Strategies for Overcoming Confusion and Misinformation

1. State the belief of theory.
2. Acknowledge its believability.
3. Create dissatisfaction with the misconception.
4. State and explain a more acceptable belief.

Examples:

- Antibiotics help cure common, viral colds.
- In 2001, there were direct links between Al-Qaida and Saddam Hussein's regime in Iraq.

Overcoming Confusion and Misunderstanding

- **Topic:** Fat in foods
- **Purpose:** To explain that fat is an important element in everyone's diet
- **Central Idea:** Our health-conscious society has all but declared an unwinnable and unwise war on food with high fat content.
- **Value Step:** Eliminating fat from your diet can hurt you rather than help you lose weight.

Organization for a Presentation on Fat in Foods

Fat in Foods

- Many people believe they should eliminate all fat from their diets to become thinner.
- This belief is understandable since we want to reduce the fat in our bodies.
- However, fat is an essential nutrient for your brain and body.
- Fats are naturally occurring components in all food that, in appropriate quantities, make food tastier and bodies stronger.

Insider Secrets of Informative Presentations

- “KISS” (Keep it Simple, Speaker.)
- Use one sensory image.

Garlic → Garlic’s Powerful Odor

Chocolate Chip Cookies → Baking
chewy cookies

- Focus on your purpose.