Example: Fights against drugs Sleep deprivation Festival of the gun

4. Concepts- may consist of beliefs, theories, ideas, principles, and the like. They are more abstract than objects, processes, or events.
Example: Philosophy of Education Confucianism Terrorism

FORMAL SITUATION REQUIRING INFORMATIVE COMMUNICATION

1. The public lecture- as a result of a person's special interest or expertise, he may be invited to give a public lecture to a community group or club.
2. The status report- every business or social group must be kept up to date on its various projects.
3. The briefing- this is very common informative speech used to tell members of a group about changes in policy or procedure.
4. The fireside chats- this usually features a group leader addressing the concerns, worries, and issues now.
5. The chalk talk- the speaker giving a chalk relies on a visual aid.

ORGANIZATION PATTERNS FOR INFORMATIVE SPEECHES (NELSON, 2012)

1. The Chronological Pattern- this pattern allow you to explain how someone or something has developed over a period of time.
2. The Spatial Pattern- this pattern allows you to describe the physical or directional relationship between objects or places.
3. The Topical Pattern- in the topical pattern, you divide your topic into subtopics that address the component, element, or aspects, of the topics.
4. The Narratives Pattern- the narrative pattern is used to retell a story or a series of short stories.

GUIDELINES FOR INFORMATIVE SPEAKING (JAFFE, 2010)

1. Do an obstacle analysis of the audience- identify the parts of the message that the audience might find hard to understand and work on specific ways to make section clear.
2. Organize the material carefully- state your major points clearly, and build on signposts, such as — next — and —in addition— that can help them identify the flow of ideas.
3. Personalize your material to your audience- help the, listener see the connection between your topic and their experience, goals, belief, and actions.