

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 allows 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.