

INFORMATIVE SPEECH #1

CAREER SPEECH

Objective: To conduct research on an organization you would like to work for in the future that compliments your educational goals and to inform the audience about the organization and its stance on diversity.

Instructions:

Building off of the “future” aspects of your Self-Introduction speech assignment, this is a 3 to 5 minute speech in which you will conduct research on the organization you would like to work for (or continue to work for) once you have fulfilled your educational goals. In this assignment you will also be informing the audience about the organization’s stance on diversity. Diversity can include such things as the company’s position on hiring a diverse work force, participation in organizations and/or associations whose primary goal is diversity, the programs under taken in the community that target diversity, etc. If the company does not have a diversity statement inform the audience how the company would benefit from incorporating a diversity policy.

Expectations & Evaluation Criteria:

- 1) **Prepare:** Preparation and practice are the key elements in building your confidence and organizing your message.
 - a) Brainstorm ideas you have about the assignment.
 - b) Next, conduct research on the organization and its diversity policy, the specific job you desire, etc. The research will help you narrow and support your main ideas. (Wikipedia is not a credible source.)
 - i) Your research should include the company Web site and a minimum of two other outside resources (minimum of 3 different references).
 - ii) All reference material should be placed in the speech where applicable.
 - iii) Sources are to follow proper verbal citation guidelines, and are to be placed in the Reference section of your written outline in American Psychological Association (APA) style (refer to the APA style reference page on the Library Web site).
 - c) Write the body of the speech first and then write the opening and closing elements following the outline format guidelines reviewed in class. Refer

to the student outline examples available in WebCT for additional reference.

- d) Then on a 3-7 index cards (3x5 or 4x6 cards), write down key words or points to jog your memory while delivering your speech. Make sure your note cards are numbered and only one side has writing.
 - e) Create a poster that will compliment your verbal message. The content on the poster must follow guidelines presented in Chapter 14 and discussed in class. You may use either a standard poster size (22" x 28") or a showboard (36" x 48").
 - f) Practice your speech with your note cards and poster so you know it well and know it fits the time requirements.
- 2) **Delivery:** The style of delivery for all speeches in this class is extemporaneous. As you practice your speech notice how you move and gesture, notice your voice: fluency, inflection, rate, and pitch. Are you reading your speech or using the note cards to guide you as you deliver your message? Engage the audience with your face, voice, and body. And, don't forget to cite all your sources and incorporate your visual aid.
- 3) **Presentation:** Needs to be extemporaneous (using note cards with key words, phrases, and/or picture cues not reading your speech from the outline). The speech needs to be well organized so your audience receives the message intended. It needs to be delivered in 3 to 5 minutes.
- 4) **Materials:** Bring blank CD-Rom and evaluation forms available in WebCT.
- 5) **Grading:** See time limit grading criteria below and refer to grading rubric for other criteria and overall point value available in WebCT.

Time Limit Grading Criteria:

The time limit is 3 to 5 minutes and the maximum point value is 10. Below is the time limit grading criteria for the Informative #1 speech assignment.

<u>Time</u>	<u>Points</u>	<u>Time</u>	<u>Points</u>
3:00 – 5:10	10	6:01 – 6:10	4
5:11 – 5:20	9	6:11 – 6:20	3
5:21 – 5:30	8	6:21 – 6:30	2
5:31 – 5:40	7	6:31 – 6:40	1
5:41 – 5:50	6	6:41 above	0
5:51 – 6:00	5		

One point deduction for each second under 3 minutes.