

# Demonstrate the Relevance of the Topic

by Sophia Tutorial



## WHAT'S COVERED

In this lesson, you will learn how to show your audience that your topic is meaningful. Specifically, this lesson will cover:

1. Relevance Overview

## 1. Relevance Overview

Informative speaking is a speech meant to inform the audience. This speech can take on topics ranging from the newest, high-tech inventions from around the world that hope to cure cancer, to more light-hearted topics. The topic should be one that is timely and interesting.

In order to improve the likelihood that the audience will walk away informed by your speech, you should make your topic **relevant**. The topic of an informative speech should be one that is timely. This means that what was a good topic for a speech for Teddy Roosevelt is probably no longer going to be a good topic for a speech given now.

A relevant topic is one that is appropriate for the contemporary period. This is because the information that an informative speech contains should be the most recent, whether this information is statistical data or just the state of the conversation around a particular topic.

Another way to consider how to make the topic of a speech relevant is to consider the audience who will hear your speech. Ask yourself, "What topic would the audience find interesting or useful?" If you feel committed to a particular topic, then begin thinking about how you can demonstrate why the topic is relevant to your audience.

Doing this requires that you articulate why they should care about your chosen topic. But remember that an informative speech should try to communicate this in an unbiased way that does not rely heavily on emotional appeals.



## TERM TO KNOW

### Relevant

Not out of date; current.



## SUMMARY

In this lesson, you learned that you can make your topic **relevant** by selecting a timely subject matter. Another way to make a topic relevant is to tell the audience why they should care about the particular subject of your speech. Making a topic relevant for your audience increases the likelihood that they will remember the information contained in your speech.

Source: Boundless. "Demonstrate the Relevance of the Topic." Boundless Communications Boundless, 17 Mar. 2017. Retrieved 20 May. 2017 from <https://www.boundless.com/communications/textbooks/boundless-communications-textbook/informative-speaking-13/effective-informative-speaking-70/demonstrate-the-relevance-of-the-topic-276-899/>



#### TERMS TO KNOW

**Relevant**

Not out of date; current.