

The Goals of an Informative Speech

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WHAT'S COVERED

In this lesson, you will learn about what drives informative speeches. Specifically, this lesson will cover:

1. The Goals of an Informative Speech

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An effective informative speech requires the speaker to aim for a series of **goals**. And similar to a soccer match, hitting these goals increases the likelihood of a successful speech. The main goals for an informative speech are to help explain a specific subject and to help the audience remember the knowledge later.

One of the goals, perhaps the most essential goal that drives all informative speeches, is for the speaker to **inform** the audience about a particular topic. In order to aim for this specific goal, a speaker should consider how best to package the complex understanding that they have cultivated of the topic, from personal experience and research, into an easily communicable form for the audience.

A final, significant goal an effective informative speech is to make the audience remember. Most memorable speeches have emotional appeals that audiences continue to talk about long after the speech is delivered, and sometimes even after the life of the speaker.

To make sure that the information contained in a speech is remembered by the audience, the deliverer of an informative speech should combine organization, repetition, and focused visualizations to increase the effectiveness of the speech and the likelihood that the audience will leave informed.

One way to help an audience remember the details of an informative speech is to maintain the interest of the audience. The challenge of an informative speech is delivering information in a neutral way that does not bore the audience.

Unlike persuasive speeches, which rely heavily on emotional appeal, informative speeches have to demonstrate why the audience should care about the information contained in the speech without compromising a neutral tone.



TERMS TO KNOW

Goal

A result that one is attempting to achieve.

Inform

To communicate knowledge to others.



SUMMARY

In this lesson, you learned that one of **the goals of an informative speech** is to enhance the understanding of the audience. Another goal of an informative speech is to maintain the interest of the audience. A final goal of an informative speech is for the audience to remember the speech.

Source: Boundless. "The Goals of an Informative Speech." 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/the-goals-of-an-informative-speech-273-1886/>



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