

CATA 101 (4): Communication Concept: Informative Speech

1. The speaker constructs an effective *Introduction* and *Conclusion*. _____

(1 - 10 pts.)

- The speaker presents an effective **A**ttention-getter.
- The speaker presents a clear, identifiable **T**hesis.
- The speaker *forecasts the key points* of the speech (**O**verview).

- The speaker *reviews key points/ provides a helpful memory device* for the audience to remember the concept. (**U**nderview)
- The speaker closes with a thoughtful, *memorable comment*. (**L**ast(ing) thought)

2. The speaker effectively develops the *Body* of the speech. _____

(1 - 20 pts.)

Definition of the Concept:

- The speaker provides an extended definition (more than a single sentence), in his/her own words.
- The speaker adds his/her own thoughts, making the concept understandable for the audience.

Illustration of the Concept:

- The speaker uses appropriate real world examples of the concept, linking them clearly to the definition.

Significance of the Concept:

- The speaker offers an original, thoughtful discussion of the concept's significance, showing how well he/she understands the concept.
- The speaker illustrates all claims with evidence or examples.

The speaker *elevates his/her status/credibility* by:

- using (and internally citing) 3 specific pieces of information from the textbook. 1. _____ 2. _____ 3. _____
- balancing commentary and evidence (all evidence is explained, linked to the point being made).

3. The speaker effectively structures content to aid understanding. _____

(1 - 10 pts.)

The speaker highlights main points through connectives, including:

- transitions between main sections of the speech
- internal transitions that connect subpoints
- signposts
- internal summaries

The major points of the presentation are ordered in an identifiable and effective way.

4. The speaker shows adaptation to the audience and assignment. _____

(1 - 5 pts.)

The speaker explicitly relates content to the needs or interest of the audience. (**M**otivation)

The speaker provides information that is new or useful to the audience.

The speaker uses language that is appropriate for the audience and situation.

5. The speaker has a conversational presentation style. _____

(1 - 5 pts.)

The speaker **does not read** directly from notes.

The speaker makes reasonable amounts of eye contact with the audience.

The speaker seems reasonably comfortable and confident in his/her material.

The speaker utilizes effective physical control, gestures and appearance.

Total Score _____

Time _____

ASSIGNMENT GRADE _____