



**Comm Skills Virtual Learning**

**Debate I &**

**Adv Competitive Debate**

**Informative Speaking - Outline**

**May 19, 2020**



Lesson: May 19, 2020

**Objective/Learning Target:  
Write a competitive Informative speech.**

# Bell Ringer/Let's Get Started

Yesterday, you came up with at least 3 ideas for topics for Informative Speaking.

For each one, submit a google search. Are there many relevant links for this topic? Or just a few?

Choose the topic you're most excited about to "test" in this lesson about research. If you can find enough good research, that topic might be your winner!

# Lesson/Activity

*This week, we are going to learn how to write an Informative Speech.*

Lesson Overview - Informative Speaking Outline:

1. Basic outline
2. Developing your outline

# Lesson/Activity - Outline Examples for Informative Speaking

Outlines are your friends!

If you use a good outline and plan your speech in advance, the speech will practically write itself. You'll spend a lot less time staring at a blank screen when it's time to write your first rough draft.

# Lesson/Activity - Outline Example for Informative Speaking

## Basic Outline for Informative Speaking

- Introduction
- 1st Main Point
- 2nd Main Point
- 3rd Main Point
- Conclusion

# Lesson/Activity - Outline Example for Informative Speaking

More specific outline for most topics:

- Introduction
- 1st Main Point - Past/History of topic
- 2nd Main Point - Present/Development of topic
- 3rd Main Point - Present or Future/Social Implications  
*(what your topic means to society as a whole)*
- Conclusion

## Lesson/Activity - Developing your Informative Speaking Outline

- To begin developing a structure, brainstorm what you find interesting about your topic, and write down a list of things you would like to include in your speech.
- From there, go through the list and start separating it into six different categories.
- Try to make the categories broad enough to contain lots of information, but distinct enough to keep them separate from one another.
- Upon completing and categorizing this list, you will have a good idea of how to organize your speech!



# Lesson/Activity - Developing your Informative Speaking Outline

**Pretend that you would like to do an Informative on the Fairphone, a European smartphone built with ethically purchased parts and built to last longer than conventional smartphones.**

You might generate (create) a list like this:

- The most recent Fairphone, the Fairphone 2, is modular (it can be taken apart and have parts replaced easily).
- Availability of the phone, cost, etc.
- The company releases where the minerals needed to create the phone are purchased from, who manufactures the phone and how both of these processes (mining and manufacturing) are handled ethically.
- How could Fairphone affect e-waste?
- How smartphones are normally made.
- History of the company.
- How they differ from other smartphone manufacturers.
- Barriers to entry.
- Is Fairphone going to benefit or compromise itself by setting industry standards?

“INFORMATIVE SPEAKING: Creating a Solid Foundation.” *Speechanddebate.org*, National Speech & Debate Association, 20 Apr. 2016, [www.speechanddebate.org/wp-content/uploads/Informative-Speaking-Creating-a-Solid-Foundation.pdf](http://www.speechanddebate.org/wp-content/uploads/Informative-Speaking-Creating-a-Solid-Foundation.pdf).

# Lesson/Activity - Developing your Informative Speaking Outline

**From there, this uncategorized list can be changed to a list organized by theme to create a rough draft outline:**

1. What Fairphone is:
  - a. History of the company.
    - i. How they differ from other smartphone manufacturers.
  - b. Availability of the phone, cost, etc.
2. What makes Fairphone unique:
  - a. The most recent Fairphone, the Fairphone 2, is modular (it can be taken apart and have parts replaced easily).
  - b. The company releases where the minerals needed to create the phone are purchased from, who manufactures the phone and how both of these processes (mining and manufacturing) are handled ethically.
3. Implications
  - a. How could Fairphone affect e-waste?
    - i. Find information demonstrating that e-waste is an issue.
    - ii. Find out what the average life cycle of a smartphone is.
    - iii. Does Fairphone effectively combat that?
  - b. Is Fairphone going to benefit or compromise itself by setting industry standards?
    - i. Introduce Project Ara, Google's planned modular smartphone.
    - ii. Find examples of small companies innovating first, then closing down because a bigger company borrowed their ideas on a much bigger scale.

“INFORMATIVE SPEAKING: Creating a Solid Foundation.” *Speechanddebate.org*, National Speech & Debate Association, 20 Apr. 2016, [www.speechanddebate.org/wp-content/uploads/Informative-Speaking-Creating-a-Solid-Foundation.pdf](http://www.speechanddebate.org/wp-content/uploads/Informative-Speaking-Creating-a-Solid-Foundation.pdf).

# Practice - Write a rough draft outline.

1. Conduct some simple research on your topic.
2. Brainstorm what you find interesting about your topic, and write down a list of things you would like to include in your speech.
3. From there, go through the list and start separating it into six different categories.
4. Try to make the categories broad enough to contain lots of information, but distinct enough to keep them separate from one another.
5. Upon completing and categorizing this list, organize your ideas into three main points like the example shown in slides 9-10.

# Additional Resources

NSDA [overview](#) of Informative Speaking

NSDA [Competition Events Guide](#)

[Nationals 2017 - Jordyn Allen "The Birds and the Weaves" - Informative Speaking](#)

[2018 NSDA Informative National Champion - Lily Indie](#)

[Andrea Schiefelbein "Beyond Pink and Blue" - Informative Speaking - Nationals 2019](#)