**Informative Speech Assignment**

The general purpose of this speech is to inform. Generally, the speaker must:

1. Provide the audience with a CLEAR UNDERSTANDING of the speaker's view of the subject.
2. Arouse and maintain the INTEREST and ATTENTION of the audience.
3. Present the material with a focus on audience COMPREHENSION, NOT PERSUASION.

When your speech is over, your audience should feel that they received greater breadth and depth of information on the subject than they had before you spoke. You are expected to research your topic thoroughly and provide us with a thoughtful and interesting view of the topic you select. You are not to try and convince us of how we should feel or what we should believe about the topic, nor are you to try and convince us to alter our behavior concerning your topic. That would be a persuasive function, and should not be applied to this speech. Fundamentally, you are to become the expert on your topic from our class, and teach us what you know and learned about it.

Humor and creativity are often overlooked by informative speakers. If your subject is light, humor certainly has a place in your speech. Just be certain to put it in the proper perspective so that the speech does not become an entertainment speech. Additionally, any time you can present an abstract or complex idea in a new and clearer way, your creativity will be rewarded by audience interest and your own enhanced credibility.

SPECIFIC REQUIREMENTS FOR THIS ASSIGNMENT:

## Select an appropriate topic

1. Each student will prepare and a deliver a speech which will provide information that is **new and interesting** to your audience and designed to enlighten, educate or clarify. **The topic you select must be related to business activities**. Make certain that it can be covered adequately in the time available. You must make the connection between your topic and yourself for your audience in the introduction of your speech. Doing so is especially important in establishing your credibility on the topic. Even though you may claim you are an expert on a topic, you are required to do research and to cite that research (which will also increase your credibility).
2. Informative speeches can be classified according to the subject areas they cover. Thus there are speeches about processes, events, places, people, objects or concepts. Or they can be classified into different types such as speeches of demonstration, explanation and description.

## Speech Requirements

1. A thesis statement consisting of a full declarative sentence specifying the central idea of your speech must be turned in for prior instructor approval.
2. The subject and its focus should be of interest to you and of potential interest to an audience composed of your classmates. **The topic must be related to business activities**.
3. Research thoroughly. You must have a **minimum of four (4) reliable sources outside of your own knowledge** on your subject. You should cite research sources during your speech, using oral notes such as “according to” to indicate that you have done the research for the speech.
4. Use verbal support. You are to include **at least two (2) different forms of support** in your speech. The following are examples of different types of support: statistics, testimony, narrative, reports and anecdotes.

Remember that, for an informative speech to be considered exemplary, the information contained within it should be communicated accurately and clearly and should be made meaningful and interesting to the audience. Moreover, remember that your informative speech should be thoroughly researched, logically organized, and have an effective beginning, middle, and end.

**Please write a speech on topic “Using Robotics in Retailing at Amazon.”**

You may use these sources:

<https://hbr.org/2012/12/kiva-the-disrupter>

<https://www.sibmbengaluru.edu.in/system/files/journal-paper/2_Adoption%20of%20next%20generation%20robotics.pdf>

<https://www.youtube.com/watch?v=szU2-1infqc>

<https://www.nytimes.com/2017/09/10/technology/amazon-robots-workers.html>

*I will expect an interesting (not boring) with provided examples (humor is a plus) a speech of 4-5 pages long.*

Thank you,

Liliya