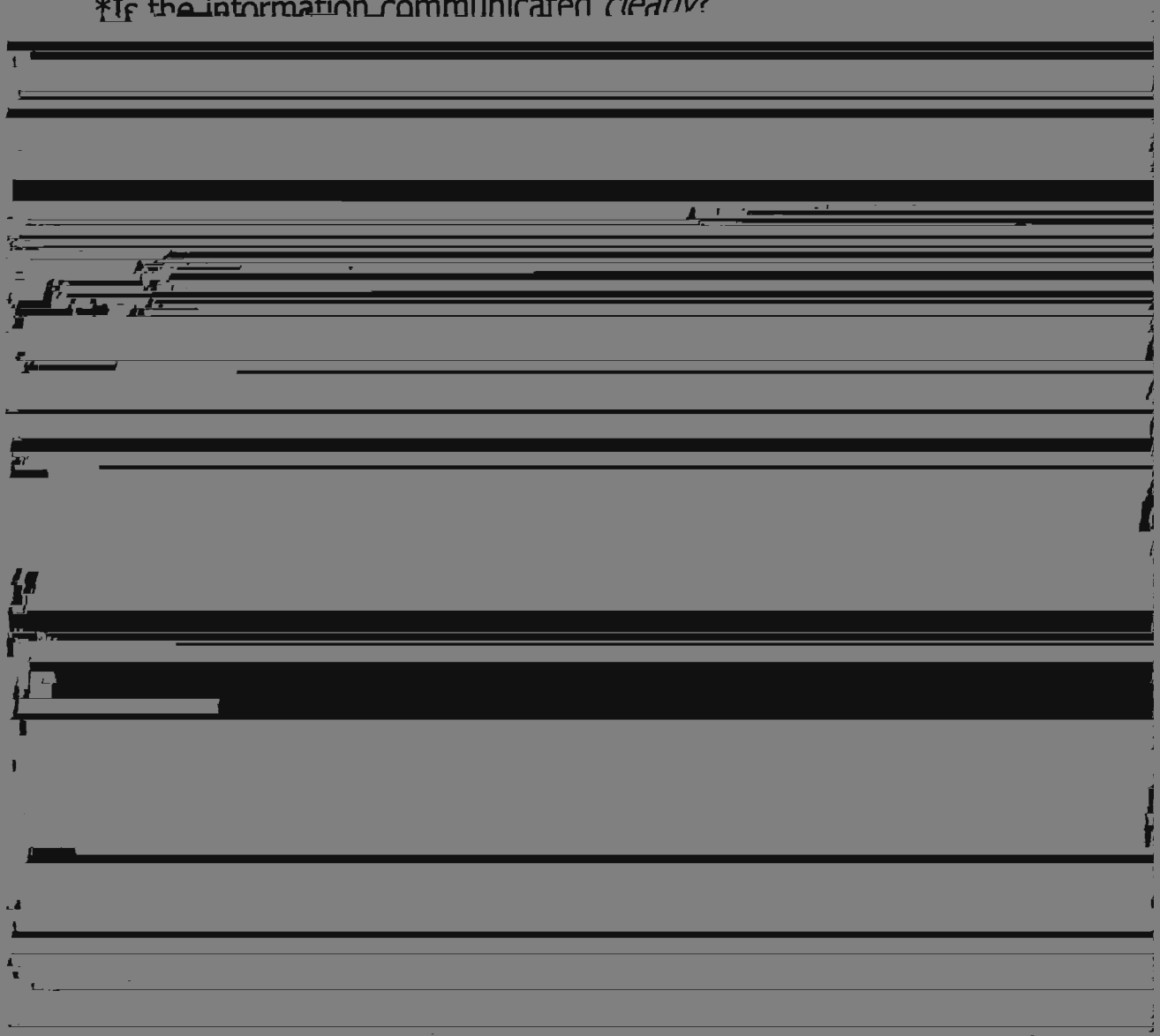
Informative Speeches

As you prepare your informative speeches, keep in mind the three criteria people usually use to evaluate this kind of speech:

*Is the information communicated *accurately*?

*Is the information communicated *clearly*?



the audience? (The Art of Public Speaking, 7th ed., Lucas, 340.)