Bono—COMM B1: Informative Speeches

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Informative Speech

A speech designed to inform the audience about some event, place, person, object, or a demonstration speech.
Research Process

1. Choosing and developing a research topic.
2. Finding books, articles, and other materials.
3. Evaluating resources.
4. Citing sources.

“Introduction to Research.” Cornell University Library, 2015,
1. Choosing & Developing a Research Topic
What Makes a Good Informative Speech Topic?

- Focused and specific
- Enough information about it to develop a speech
- Interesting enough to learn about and keep audience’s attention

http://sixminutes.dlugan.com/speech-topics/
First Step: Brainstorm Ideas & Outline Your Existing Knowledge of the Topic

- Doesn’t have to be a formal outline.
Get Ideas by Browsing Topics

CQ RESEARCHER
In-depth reports on today’s issues

GALE
OPPOSING VIEWPOINTS
IN CONTEXT

GALE
BIOGRAPHY
IN CONTEXT.
Next: Get a Working Knowledge

“You have a working knowledge of a topic when you can talk about it for one minute without repeating yourself.” (Research Strategies, Badke, 2008, p.21)

- Read material that will give you a broader picture of the topic.
Reference Books

- Examples: encyclopedia, dictionary, almanac, atlas, directory, handbook, thesaurus.
- Can help you figure out or narrow down your topic.
- Gives overview or background info on a topic.
- Quick access to facts.
- Not read cover to cover.
- Can’t be checked out.
- Found in bookcases with green labels.

Some books on the cart...
Keep Going!

- As you learn more, you should be asking more questions.
- Pick one of your questions to explore in depth.
- This should help you focus in and narrow down your topic.
Narrowing A Topic

- What do you already know about the topic?
- Is there a specific **time period** you want to cover?
- Is there a **geographic region or country** on which you would like to focus?
- Is there a **particular aspect** of this topic that interests you?
  - historical influence, sociological aspects, specific groups or individuals involved in the topic, etc.

(Adapted from [www.lib.duke.edu/libguide/refining.htm](http://www.lib.duke.edu/libguide/refining.htm))
Examples of How to Narrow a Topic

<table>
<thead>
<tr>
<th>Narrow Topic By</th>
<th>General</th>
<th>Specific</th>
<th>More Specific</th>
<th>Very Specific</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>Sports</td>
<td>Basketball</td>
<td>NBA</td>
<td>Changes in the NBA since the 1960s</td>
</tr>
<tr>
<td>Location</td>
<td>Mammals</td>
<td>African mammals</td>
<td>Big cat mammals in Africa</td>
<td>The Cheetah’s future in Kenya</td>
</tr>
<tr>
<td>Genre</td>
<td>Music</td>
<td>Rock &amp; Roll</td>
<td>Early rock &amp; roll artists</td>
<td>Elvis Presley’s influence on rock &amp; roll</td>
</tr>
<tr>
<td>Area of study</td>
<td>Medicine</td>
<td>Development of antibiotics</td>
<td>Use of antibiotics in preventing Polio</td>
<td>Dr. Salk’s contribution to Polio prevention</td>
</tr>
</tbody>
</table>

Note that each broad topic is narrowed until a manageable research topic is clarified.
Let’s Recap...

- Pre-research and narrowing down your topic.

Pre-Research Video
2. Finding Books, Articles, & Other Materials
How to Develop Keywords/Search Terms

- Find **key words or phrases** for your topic.
  - The word or words that the topic is about.
  - The important words related to your topic.

- Example: How does someone’s **poverty** level affect their access to **higher education**?
- What are the important words?
  
  How does someone’s **poverty** level affect their access to **higher education**?
How to Develop Keywords/Search Terms

Next you will develop a list of **synonyms** for these key words/ phrases.

What are words we could use for **higher education**?

college, university, post-secondary education
Let’s See It In Action...

Keywords Video
How to Develop Keywords/Search Terms

- But what if the author uses **colleges** or **universities**?

- **Truncation**
  - **Truncate** = to shorten or take off at the end
  - Use * (Shift 8)

  college and colleges ------------ college*
  university and universities --------- universit*
Boolean Operators

**AND**
Finds information about both terms
Narrows your search
Makes your search more relevant

**OR**
Finds information about either term
Broadens your search

**NOT**
Excludes information from your search
Subject Headings

- The library on-line catalog uses specific labels for subject headings/topics. It is expecting you to use those search terms.
- If you need help figuring out the right words to use, ask a Reference Librarian!
What Resources Would I Recommend?

- **Event:** Reference or General Book or EBSCOhost
- **Place:** Reference or General Book or Internet Website (CIA World Fact Book online)
- **Person:** Gale Biography in Context Database
- **Object:** Reference or General Book or EBSCOhost
- **Demonstration:** Reference or General Book or Internet Website
Library Resources with 24/7 Access
Library On-line Catalog

- BC Library Catalog
- Use to find non-fiction, reference, and e-books
- Use Basic “Subject begins with” search

To the Library!
E-books

Some search results for BC Library Catalog = e-books (single user)

Use BC eBook Collection for over 170,000 e-books (multi-user) not accessible by Library Catalog
What Are Databases?
Databases

- Databases are searchable collections of reliable, vetted resources, like encyclopedias, magazines, academic journals, and newspapers.

- Not part of the visible Internet—Google doesn’t have access to these articles.

- We pay for access to the servers that host the database search-engines.
Recommended Databases

- Academic Search Complete
- MasterFILE Complete
- Applied Science & Technology Source
- GreenFILE
- Newspaper Source Plus
- Military & Government Collection
- America: History & Life

Additional Recommended Databases:

- Academic OneFile
- Biography in Context
- CQ Researcher
Getting to the Databases
From Home

Use your BC @ number, **without** the @ symbol.

To the Databases!
Internet Bookmarks

- We have several helpful Internet resources ready to help you under our “Search the Internet” tab.

To the Library!
Tip: Search your topic with `site:.gov` (or `.edu`, `.org`, etc.)
3. Evaluating Resources
Who put the information out there, and why should you believe them?
4. Citing Sources
Give credit where credit is due!
Those weren’t your ideas!
How will I remember all this?!

- Use the Library’s navigation bar to access our LibGuides.

- “COMM B1: Informative Speeches”
It’s time for you to begin the research process...