



Beijing Foreign Studies University |
教育部 - 出国人员培训部

i Based on 《公共演讲的艺术》（第7版），乔治·L·格赖斯、约翰·F·斯金纳 著，中国人民大学出版社，2012年。

Public Speaking

Unit 6, Lesson 2 Informative Speeches

Instructor
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2026





Lesson 1

01	Characteristics of a Speech to Inform
02	Informative vs. Persuasive
03	Usual topics of informative speeches
04	Exercise 1: comprehension check
05	Exercise 2: Listening to five informative speeches
06	Exercise 3: "Go" game – reciting key information
07	Exercise 4: Deliver an informative speech in front of the class
08	Homework: Plan the organizational pattern of your group presentation



Characteristics of a Speech to Inform



Provide new information

Sharing Knowledge

Use information in real life

Informative Speeches

Understand ideas better

Enhancing Understanding

Enabling Application



Informative vs. Persuasive

Informative:

You only share facts.
You do NOT try to
change opinions.



Persuasive:

You want the audience
to agree with you or
change behavior.

Remember: Listeners may still form their own opinions. That's fine. Your job is to stay neutral.



Speeches about People



- **Example topic:** Lang Lang – the famous Chinese pianist

Lang Lang 朗朗



Topical Organization	Explain different aspects of his life	(1) His practice habits; (2) His international awards; (3) His music charity work
Chronological Organization	Tell the story of his life in time order	(1) Childhood in Shenyang; (2) Studying in Beijing; (3) International success



Speeches about Objects (物体)



•Example topic: The Chinese drone brand DJI

DJI



Topical	Explain different uses	(1) Filming movies; (2) Farming inspections; (3) Search and rescue
Chronological	Explain how it was created	(1) First model in 2013; (2) Improvements over time; (3) Current technology
Spatial	Describe parts	(1) Camera; (2) Propellers; (3) Battery system



Speeches about Places (地点)



•Example topic: The Forbidden City (Beijing)

紫禁城



Topical	Emphasize different aspects	(1) Architecture style; (2) Life of emperors; (3) Modern museum exhibits
Chronological	Show history over time	(1) Built in Ming Dynasty; (2) Changes in Qing Dynasty; (3) Today as a tourist site
Spatial	Describe physical layout	(1) Outer Court (ceremonies); (2) Inner Court (living quarters); (3) Gardens



Speeches about Activities & Events (活动与事件)



•Example topic: "Double 11" Shopping Festival

双11

Topical	Explain significance	(1) History of the event; (2) Popular products; (3) Impact on delivery workers
Chronological	Show sequence	(1) Before Nov 11 (pre-sale); (2) On Nov 11 (flash sales); (3) After (returns & shipping)
Causal	Explain cause & effect	(1) Cause: Alibaba created it in 2009; (2) Effect: Changed how young people shop



Speeches about Processes (步骤/过程)



- **Example topic:** How to apply for a Chinese passport online



Chronological	Step by step (most common)	(1) Book appointment on WeChat; (2) Prepare documents; (3) Go to the office; (4) Wait for delivery
Topical	Explain different aspects	(1) Required documents; (2) Fees & processing time; (3) Common mistakes to avoid



Speeches about Concepts (概念/抽象想法)



Example topic: "Face" (面子) in Chinese culture



Topical	Discuss definitions & examples	(1) What "face" means; (2) How to give face; (3) How to lose face (with examples from daily student life)
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✓ **Tip:** Use **concrete stories** to explain abstract ideas. For example:
"When a someone refuses to sing at a KTV party, they are protecting their face."



Speeches about Conditions (状况/健康话题)



Example topic: Myopia (nearsightedness) among Chinese university students



Topical	Answer key questions	(1) What is myopia? (2) What causes it? (3) How to prevent it? (4) Is there a cure?
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Other examples: Social anxiety, insomnia, stress from exams.



Speeches about Issues (争议话题)



Example topic: Should middle schools ban smartphones on campus?



Topical (safer)	Easier to stay objective	(1) Arguments for banning; (2) Arguments against banning; (3) Current policies in Chinese schools
Pro-Con (careful)	May sound persuasive	✓ Present both sides equally. ✗ Don't show your personal opinion.



Let's check our understanding



We know that informative speeches can be about the following categories.
Read and match them to their examples:

{ People } { Objects } { Places } { Activities } { Processes } { Concepts } { Issues }

Guochao (国潮): young people prefer national brands

Zhangjiajie (张家界): glass bridge built on a cliff

Gaokao (高考): 2026 policy changes for rural students

Joker Xue (薛之谦): from loser to top singer

Sleeping in (睡懒觉): why students wake up late

Taobao (淘宝): "blackout" feature hides purchase history

Claude AI (克劳德): how to set it up on your phone



Listening: Five Informative Speeches

Listen to five short speeches and complete the key information about them.



1. Joker Xue (薛之谦)

2. Double 11 (双十一) shopping festival

3. Zhangjiajie (张家界) national park

4. Myopia (近视) among Chinese students

5. Guochao (国潮) – national trend

Joker Xue (薛之谦)

 Audio (placeholder):  0:00 / 0:00    listen & complete gaps

In , he failed on a talent show. Nobody knew his name.

His song 'Actor' (演员) went viral in on Chinese social media.

Today he is one of China's top singers with millions of fans. One of his most famous songs is ''.

 ORGANIZATIONAL PATTERN

-- select pattern --

 TOPIC CATEGORY

-- select category --

 Submit & Get Score

 Reset All

 Not graded yet

https://expressmastery.com/public_speaking/unit_6_speeches/



Line-up 4!

To place a chip on a square, recite one piece of information from the corresponding card. Line up four pieces of the same colour horizontally, vertically or diagonally and **YOU WIN!**



Topic: Joker Xue (薛之谦) – singer

Outline:

1. 2005 – Failed on a talent show. Nobody knew his name.
2. 2015 – Song "Actor" (演员) went viral on Chinese social media.
3. Today – One of China's top singers with millions of fans.

Speech goal: Tell his career journey

Topic: Double 11 (双十一) shopping festival

Outline:

1. What it is – China's biggest online sale day. Happens every Nov 11.
2. How it works – Discounts, coupons, pre-sale deposits, and live streams.
3. Why popular – "Only one day" creates urgency. Students love the deals.

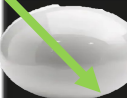
Speech goal: Explain this shopping event

Topic: Zhangjiajie (张家界) national park

Outline:

1. Bottom – Dense forest and a clear river. Many small paths for walking.
2. Middle – Glass bridge and tall sandstone cliffs. Best place for photos.
3. Top – Mountain views above the clouds. You can take a cable car up.

Speech goal: Describe the physical layout

							
Burnout (过劳)	Double 11 (双十一)	Setting up Claude AI	Joker Xue (薛之谦)	Double 11 (双十一)	Harbin Ice Festival	Zhangjia jie	Guochao (国潮)
Joker Xue (薛之谦)	Double 11 (双十一)		Zhangjia jie	Guochao (国潮)	Burnout (过劳)	Myopia (近视)	Setting up Claude AI
Sleeping in (睡懒觉)	Guochao (国潮)	Saving face (面子)		Burnout (过劳)	Lang Lang (朗朗)	Sleeping in (睡懒觉)	Guochao (国潮)
Harbin Ice Festival	Zhangjia jie	Lang Lang (朗朗)	Sleeping in (睡懒觉)	Harbin Ice Festival	Burnout (过劳)	Guochao (国潮)	Saving face (面子)
Double 11 (双十一)	Harbin Ice Festival	Zhangjia jie	Guochao (国潮)	Burnout (过劳)	Myopia (近视)	Setting up Claude AI	Lang Lang (朗朗)



Time to Present: People



Choose one topic card and deliver a short speech about it. Remember to use an appropriate tone of voice and active body language (**eye contact**, **point at** the information on the slide, **move your hands**)

Topic: Lang Lang (朗朗) – pianist

Outline:

1. As a performer – Plays sold-out concerts around the world.
2. As a teacher – Gives free online classes to Chinese children.
3. As a celebrity – Married to pianist Gina Alice. They perform together.

Speech goal: Show his three public roles



Time to Present: People



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2. 2015 – Song "Actor" (演员) went viral on Chinese social media.
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Time to Present: Activities / events



Choose one topic card and deliver a short speech about it. Remember to use an appropriate tone of voice and active body language (**eye contact**, **point at** the information on the slide, **move your hands**)

Topic: Double 11 (双十一) shopping festival

Outline:

1. What it is – China's biggest online sale day. Happens every Nov 11.
2. How it works – Discounts, coupons, pre-sale deposits, and live streams.
3. Why popular – "Only one day" creates urgency. Students love the deals.

Speech goal: Explain this shopping event



Time to Present: Activities / events

Choose one topic card and deliver a short speech about it. Remember to use an appropriate tone of voice and active body language (**eye contact**, **point at** the information on the slide, **move your hands**)

Topic: Harbin Ice Festival (哈尔滨冰雕节)

Outline:

1. 1960s – Local fishermen made small ice lanterns for fun.
2. 1990s – Government turned it into a big international festival.
3. Today – Attracts over 10 million visitors each winter. Ice castles are huge.

Speech goal: Show how this event grew over time



Time to Present: Activities

Choose one topic card and deliver a short speech about it. Remember to use an appropriate tone of voice and active body language (**eye contact**, **point at** the information on the slide, **move your hands**)

Topic: Sleeping in (睡懒觉) on weekends

Outline:

1. Cause – Late-night gaming, watching dramas, or studying for exams.
2. Effect – Wake up after 11 AM. Miss breakfast and morning energy.
3. Result – Less time for homework. Feel tired even after sleeping long.

Speech goal: Explain cause and effect



Time to Present: Concepts

Choose one topic card and deliver a short speech about it. Remember to use an appropriate tone of voice and active body language (**eye contact**, **point at** the information on the slide, **move your hands**)

Topic: Guochao (国潮) – national trend

Outline:

1. What it is – Young Chinese people prefer local brands over foreign ones.
2. Examples – Li-Ning shoes, White Rabbit milk candy, and Perfect Diary makeup.
3. Why it grew – Pride in Chinese culture.
Also local products are cheaper and good quality.

Speech goal: Define and explain this trend



Time to Present: Concepts

Choose one topic card and deliver a short speech about it. Remember to use an appropriate tone of voice and active body language (**eye contact**, **point at** the information on the slide, **move your hands**)

Topic: Saving face (面子 – miànzi) in Chinese culture

Outline:

1. What it is – Avoiding public embarrassment or loss of respect.
2. Examples – Refusing a gift politely. Not correcting a friend in front of others.
3. Why it matters – Keeps relationships smooth. Losing face can break friendships.

Speech goal: Explain this Chinese social concept



Time to Present: Conditions

Choose one topic card and deliver a short speech about it. Remember to use an appropriate tone of voice and active body language (**eye contact**, **point at** the information on the slide, **move your hands**)

Topic: Burnout (过劳) vs. normal tiredness

Outline:

1. Normal tired – Sleep fixes it. Wake up feeling good the next day.
2. Burnout – Sleep does NOT fix it. Still feel empty and unmotivated.
3. What to do – Take a real break. Talk to a friend or a counselor.

Speech goal: Help students recognize burnout



Time to Present: Conditions

Choose one topic card and deliver a short speech about it. Remember to use an appropriate tone of voice and active body language (**eye contact**, **point at** the information on the slide, **move your hands**)

Topic: Myopia (近视 – jìnshì) among Chinese students

Outline:

1. What it is – Trouble seeing things far away. Blurry blackboard, squinting eyes.
2. Causes – Too much screen time (phone, computer). Not enough outdoor light.
3. Prevention – Eye exercises, more breaks, and spending time outside.

Speech goal: Help students understand myopia



Time to Present: Places

Choose one topic card and deliver a short speech about it. Remember to use an appropriate tone of voice and active body language (**eye contact**, **point at** the information on the slide, **move your hands**)

Topic: Zhangjiajie (张家界) national park

Outline:

1. Bottom – Dense forest and a clear river.
Many small paths for walking.
2. Middle – Glass bridge and tall sandstone cliffs. Best place for photos.
3. Top – Mountain views above the clouds.
You can take a cable car up.

Speech goal: Describe the physical layout



Time to Present: Places



Choose one topic card and deliver a short speech about it. Remember to use an appropriate tone of voice and active body language (**eye contact**, **point at** the information on the slide, **move your hands**)

Topic: Zhangjiajie (张家界) glass bridge

Outline:

1. 2016 – Bridge opened to public. It was the longest glass bridge in the world.
2. 2017 – Safety tests passed. Workers hit the glass with hammers on video.
3. Today – Top tourist attraction. Visitors scream and take photos.

Speech goal: Describe its history



Time to Present: Processes

Choose one topic card and deliver a short speech about it. Remember to use an appropriate tone of voice and active body language (**eye contact**, **point at** the information on the slide, **move your hands**)

Topic: Setting up Claude AI (克劳德) on your phone

Outline:

1. Step 1 – Download "Claude" app from Apple Store or Google Play.
2. Step 2 – Create an account using your email or phone number.
3. Step 3 – Type your first question, for example: "Explain this chapter to me."

Speech goal: Teach the setup steps



Homework:



Plan the organizational pattern of your group presentation

Pattern	When to use it
Chronological	To show events in time order (past → present → future)
Topical	To divide the topic into 2-4 subtopics or parts
Spatial	To describe physical space (top → bottom, inside → outside, left → right)
Causal	To explain causes and effects (reason → result)
Pro-Con	To show both sides of an issue (for → against)