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Speech to Inform

COMM 1010

November 6, 2010

**Audience and Occasion Analysis:**

SPECIFIC GOAL: My audience will learn the basics of cake decorating.

SPEAKER ETHOS: I completed a cake class in February 2010 and I am currently taking another at Jo Ann Fabrics.

PATTERN OF ORGANIZATION: I’ve chosen the chronological pattern of organization because I want to explain the basic steps of decorating a cake.

AUDIENCE ANALYSIS: I want to have fun with my audience and show them the right way to decorate a cake, step by step.

OCCASION ANALYSIS: This is an appropriate topic for a college classroom setting. I would like to do a little demonstration with frosting so I will use a student desk. I will also have a power point presentation for the class to get more information about my topic.

**Speech Outline:**

INTRODUCTION:

Hook:

Everybody likes to eat cake am I right? I can’t think 5 people who don’t. If any of you watch Cake Boss on TLC, you can see that there is so much work put into decorating cakes than you would think. I want to show you the basic and easy steps of cake decorating.

Ethos:

I completed Course 1 of cake decorating earlier this year. I now am in the next class which is Fondant and Gum paste. I want to show you what I have learned so far!

Thesis: Decorating cakes can be messy, but just follow my simple steps!

Preview: I will discuss the 3 essentials of Cake Decorating

1. Prepare cake and icing

2. Correct Bag Position and Decorating Bags

3. Pressure Control

Body:

A. How to get started with cake decorating.

1. Set out all the ingredients to make the icing.

a. Cream shortening, flavoring and water.

b. Add dry ingredients and mix on medium speed.

c. Blend an additional minute or so until it is creamy.

2. Icing Consistency

a. Stiff is used for decorations like flowers that have upright petals such as roses and sweet peas.

b. Medium is used to create stars, bordering your cake and flowers with petals that lie flat.

c. Thin is for writing letters, words, leaves, and icing the cake.

3. Cake Preparation

a. Bake your cake, and then let it cool for 10 minutes.

b. Split cake in half horizontally, then add filling for a cool look and taste.

c. Ice the cake with thin consistency icing using a large angled spatula.

(Transition) So now that we have our cake and icing made, we will learn how to get the icing ready for decorating.

B. Find a bag for your icing and learn the correct way to hold it when decorating.

1. There are 3 different kinds of decorating bags to use.

a. Reusable Featherweight Bags- these are the best quality bags for decorating. These are durable and will last for years.

b. Disposable Decorating Bags- They are convenient and made to be used and throw away after.

c. Parchment Triangles- These bags are great for small amounts of icing. They are very durable and made of high quality grease proof parchment paper.

2. Correct Bag Position (for Right-Handers)

a. hold at a 90 degree angle when making stars or flat petal flowers.

b. hold at a 45 degree angle when writing and making borders.

c. Decorators should always decorate from left to right.

3. Correct Bag Position (for Left-Handers)

a. hold at a 90 degree angle when making stars or flat petal flowers

b. hold at 45 degree angle when writing and making borders

c. Left-handers should decorate from right to left.

d. One exception is writing and printing; everyone decorates from left to right.

(Transition) The next step is to start your decorating! Attach a tip to your icing bag and make whatever you want!

C. What do the different tips make?

1. Tips 16 and 21

a. Star

b. Shell

c. Zigzag

2. Tips 3 and 12

a. Outlines

b. Vines

c. Stems

d. dots

e. Writing

3. Tip 2D

a. Star Flower

b. Swirled Flower

4. Tip 67

a. Basic leaf

b. Ruffled leaf

c. Stand-up leaf

Conclusion: There is much to know about cake decorating and I still have a lot to learn since I just started this year. I love being creative and baking cakes so it definitely is one of my hobbies. I hope you enjoyed my presentation!

Works Cited:

The Wilton Method of Cake Decorating (2009) Course 1

www.joann.com