Informative & Persuasive Speaking:
What is the Difference?

Ann Shofner, State Contest Director
cashof@aol.com

PURPOSE:
Informative Speech – increase the audience’s knowledge on a topic
Persuasive Speech – convincing the audience to think/believe a certain way on a topic

6 Cs OF LANGUAGE:
Clarity – make speech understandable
Color – add punch to your message, create a mental picture for audience
Concreteness – give support
Correctness – enhance your credibility
Conciseness – don’t waste the audience’s time
Cultural Sensitivity – ethical imperative (watch topic choice)
INFORMATIVE SPEECH

1. Speeches about objects
   - Describe a physical thing
   - Importance
   - Pros and Cons
   - Focus on the object

2. Speeches about People
   - Describe their position/title
   - Accomplishments
   - Importance or benefit to the world
   - Stick with fact-based stories and no opinions

3. Speeches about Processes
   - How the process works
   - Requirements of the process
   - Importance in understanding the process

4. Speeches about Events
   - Provide details about the event
     - date, context (why, who & relevance to society)
   - Significance of the event

5. Speeches about Ideas
   - Teaches the audience about a concept, ideology
   - Meaning of the idea
   - Impact on society
   - Use quotes from experts on the idea

Shofner
PERSUASIVE SPEECH

RULE OF THREE

Information presented in threes is more memorable.

Three phrases, clauses, words to get a point across

Speeches have an intro, body and conclusion (three parts)

WHEN TO USE RULE OF THREE:

PARALLEL STRUCTURE IN PREVIEW AND REVIEW

Use a pattern of words to show the speaker’s ideas have the same level of importance

Can be words, phrases or clauses

Make them memorable

Example: Barak Obama’s Inaugural Speech

“Homes have been lost; jobs shed; businesses shuttered.”

INTERNAL SUMMARIES

Summarize each point to prove the stand the speaker is taking on the topic

Lead audience to next point

Review becomes your final internal summary

Repetition is powerful because it can make a message more persuasive, more memorable and more organized.

Shofner