



Look at that Body! (of the speech)

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Informative & Persuasive Speaking

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Informative vs. Persuasive

INFORMATIVE

Purpose: to increase the audience's knowledge of the topic

Necessary information

Current sources

Clear explanation

PERSUASIVE

Purpose: convince the audience or reinforce their thoughts/beliefs

Answer two questions

Take a stand

Recent information

Shape up the Speech

Preview & review

Justification

Internal
summaries

Body Organization



Topical – specific issues relative to the topic

Informative: What are the biggest concerns facing China?

Persuasive: Will voting for Prop 9 in Texas lead to a tax increase?

Chronological – arranged by sequence in time

Informative: What are concerning developments of global warming?

Persuasive: Has America battled racism effectively?

Body Organization, cont.



Spatial – follow geographical or spatial guidelines

Informative: How has the U.S. used foreign policy efforts to win the war on drugs?

Persuasive: How successful are recent United Nations peacekeeping efforts?

Pro-Con – presents both sides

Informative: What is the controversy regarding gene therapy?

Body Organization, cont.



Status-Significance: evaluating a person

Informative: Who is Ron DeSantis?

Criteria-Evaluation: establish the criteria of the issue then evaluate it

Persuasive: Should the U.S. Congress devote increased attention to renewable energy?

Problem-Solution: set up problems and offer solutions

Persuasive: How can the U.S. best meet the needs of the poor?



Four S's of Speech Making

1. Signpost
2. State the key idea
3. Support the idea
4. Summarize the idea

Dr. George Grice