

Informative vs. Persuasive Speeches

What is an informative speech?

An informative speech is a type of speech in which the presenter's primary goal is to make their audience more informed or knowledgeable about a specific topic.

The presenter is not trying to convince the audience to think or feel a certain way. Rather, the presenter is presenting facts and information to them.

One example of an informative speech is a research-oriented speech. In this case, the presenter is aiming to discuss and educate the audience about a topic.

When giving an informative speech, it is important that the speaker is mindful of who they are presenting to and the level of knowledge the audience has about the topic. For example, if the audience members are not experts in the intended subject area, using professional language or jargon would make the presentation difficult to understand. Adapting the language of the presentation to the audience will ensure an effective informative presentation.

What is a persuasive speech?

Persuasive speeches are a bit different from information speeches. While both serve to present information, persuasive speeches use the facts to convince audience members to think or feel a certain way or call them to action.

Unlike informative speeches, persuasive speeches can also rely on emotion to motivate the audience. Also known as "pathos," this appeal to emotion is used to provoke a certain feeling in the audience members in order to effectively call them to action.

Presenting at an event to raise money for a charity is one example of a persuasive speech. In this example, the presenter is attempting to persuade the audience to support their cause financially. The speaker will present information about the cause as they would in an informative speech. However, in addition to telling the audience about the charity, they would try to invoke feelings, such as excitement or sadness, from the audience members to call them to action.