

Informative and persuasive speaking

	Informative	Persuasive
Function:	To give information - <u>static</u> New, useful information to extend thinking/knowledge of audience	Motivates to – <u>action</u> Seeks to change beliefs, attitudes or actions
Climate:	Neutral Seeks response from audience	Emotional May be – hostile, inspiring. Seeks much higher degree of response from audience.
Elements of Language:	<u>Factual</u> May use appropriate <u>jargon</u> for topic. May use stories to illustrate a point or to add interest.	<u>Inspirational</u> – personal stories to inspire <u>Motivational</u> – words like free, cheap, win.... <u>Personal pronouns</u> – you, we.....
Structures:	Intro, Key points with sub-headings, Conclusion Past Present Future . . . etc etc to suit the topic.	Attention, Interest, Desire, Action: <i>or</i> Attention, Need, Visualisation, Satisfaction, Action
Logic:	Important Lead audience from what they may know to what they do not know.	Vital Intro – looks for ‘yes’ response. Conclusion – summarise and reinforce. See structures above.
Ethics:	Moral principles Use of verified research Use statistics carefully so not distorted As for Persuasive speaking	Moral principles As for Informative speaking Personal appeal Reputation Physical appearance Aspects in common with audience Evidence of personal merit Respect for audience.

Learning Criteria:

- The different elements of language for each type of speaking
- Understanding of different structures for each type of speaking
- Understanding of ethics in public speaking