Differences Between Informative and Persuasive Speaking

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Informative</th>
<th>Persuasive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose</td>
<td>Create awareness</td>
<td>Urge a choice</td>
</tr>
<tr>
<td>Role</td>
<td>Teacher</td>
<td>Advocate</td>
</tr>
<tr>
<td>Support / Evidence</td>
<td>Enlightens</td>
<td>Justifies</td>
</tr>
<tr>
<td>Audience Commitment</td>
<td>Little</td>
<td>Strong</td>
</tr>
<tr>
<td>Credibility</td>
<td>Important</td>
<td>More important</td>
</tr>
<tr>
<td>Emotional Appeals</td>
<td>Fewer</td>
<td>More</td>
</tr>
<tr>
<td>Ethical Obligation</td>
<td>High</td>
<td>Higher</td>
</tr>
</tbody>
</table>


The Problem-Solution Pattern

**Strategy employed:** Encourages action by showing a problem exists

**Useful when:** Listeners feel no need to change

**Number of main points:** 2

**Body of speech:**

I. Show impact of problem
II. Demonstrate how solution eliminates problem

**Specific Purpose:** To motivate the management of Company X to implement an inventory auditing system.

**Thesis:** To eliminate the problems caused by employee theft, Company X should implement an inventory auditing system.

**Body:**

I. Employee theft causes a number of problems.
II. Company X should implement an inventory auditing system.
**Comparative-Advantages Pattern**

**Strategy employed:** Compares alternatives and shows why your recommendation is best

**Useful when:** Other well known options exist

**Number of main points:** 2 - 3

**Body of speech:**
- I. First Comparison
- II. Second Comparison
- III. Third Comparison

---

**Criteria-Satisfaction Pattern**

**Strategy employed:** Shows how your proposal meets important listener criteria/needs

**Useful when:** No clear problem or competition exists; idea is innovative

**Number of main points:** 2 - 3

**Body of speech:**
- I. First Criterion
- II. Second Criterion
- III. Third Criterion

---

**Thesis Statement Comparative Advantages Pattern**

**Specific Purpose:** To motivate the management of Company Y to offer health club membership because it is a better option than an on-site exercise facility.

**Thesis:** Company Y should offer health club membership as a benefit to employees because it is cheaper, easier to implement, and more convenient for employees than an on-site exercise facility.

**Body:**
- I. Health club membership is cheaper than building an on-site facility.
- II. Health club membership is easier to implement than building an on-site facility.
- III. Health club membership is more convenient for employees to use than an on-site facility.

---

**Thesis Statement for Criteria-Satisfaction Pattern**

**Specific Purpose:** To motivate the San Francisco Zoo to add a lemur exhibit.

**Thesis:** The San Francisco Zoo should add a lemur exhibit because it will increase attendance, improve the zoo’s reputation, and aid in the conservation of the animals.

**Body:**
- I. Adding a lemur exhibit will increase attendance.
- II. Adding a lemur exhibit will improve the zoo’s reputation.
- III. Adding a lemur exhibit will aid in the conservation of the animals.
The Motivated Sequence

**Strategy used:** Encourages action by showing a problem exists and asking audience to imagine impact of their choice

**Useful when:** Results are easy to visualize

**Number of main points:** 3

**Speech (5 steps):**

*Attention Step* (i.e., Introduction)

*Body:*

  I. *Need Step*

  II. *Satisfaction Step*

  III. *Visualization Step*

*Action Step* (i.e., Conclusion)

---

**Thesis Statement for Motivated Sequence**

**Specific Purpose:** To motivate management of Company X to implement an inventory auditing system.

**Thesis:** To eliminate the problems caused by employee theft, Company X should implement an inventory auditing system because of the many benefits it will provide.

**Body:**

I. Employee theft causes a number of problems.

II. Company X should implement an inventory auditing system.

III. Implementing an inventory system will result in many benefits.