

## Purpose - the informative and persuasive speech

Informative speech should ...	<p><b>Explain</b> -- make compellingly clear and memorable -- a product (lithium ion battery), or process (making of aluminum foil), or procedure (interest-based bargaining). Explain a policy (priestly celibacy) or practice (Mormon temple garments). Explain a place (county jail) or person (Nikola Tesla) or thing ("Grand Theft Auto 4"). By doing this we ADD to the factual knowledge of the audience.</p> <p>Naturally, we must <b>persuade</b> the audience that they want to hear what we have to say, that we are honorable, competent, and will tell them the truth, that the information we give them is accurate.</p>
Persuasive speech should ...	<p><b>Change</b> beliefs (what the audience holds to be true), attitudes (evaluative dispositions about things), and/or actions (what the audience does or intends to do). So "lithium ion batteries are too dangerous for use in cars" or "aluminum foil requires too much energy to make, so we should use waxed paper instead" or "we should adopt interest-based bargaining as a model for our plant." "Priestly celibacy was never a standard which priests held" or "temple garments should be abandoned as an artifact of the 19th century." "County jail is substandard" or "Nikola Tesla is the true Father of Radio" or "Super Mario is a better game series than Grand Theft."</p> <p>Naturally, again, we must <b>inform</b> the audience of the main points we wish to make. We can't build arguments about interest-based bargaining unless we first have explained the model.</p>