

# Defining an Informative Speech

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## WHAT'S COVERED

In this lesson, you will learn more about a specific type of speech. Specifically, this lesson will cover:

1. Defining an Informative Speech

## 1. Defining an Informative Speech

An **informative** speech is one that intends to educate the audience on a particular topic. There are many different types of informative speeches, including speeches that describe the conditions of a subject and speeches that instruct the audience on how to perform an action.

The main goal of an informative speech is to provide enlightenment regarding a specific topic the audience knows nothing about. It may demonstrate how to use a new type of software, explain a new concept in the field of science, describe an expedition an archaeologist took, or provide details about a person of interest that the audience wants to learn more about.

The topics covered in an informative speech should help the audience to understand a subject better and to remember what they learned later. The goal of this type of speech isn't to sway the audience to the speaker's point of view. Instead, the details need to be laid before the audience so that they can make an educated decision or learn about a subject they are interested in.

However, it is important for the speaker to think about how this information will be presented. An informative speech should rely less on pathos, which is an appeal to the emotions of the audience and an important component of persuasive speeches.

Instead, an informative speech might rely on visual aids, for example, in order to give the audience a visual representation of important information contained in the speech. Providing the information in multiple forms during the speech increases the likelihood that the audience will retain the information included in the speech.



## TERM TO KNOW

### Informative

Providing knowledge, especially useful or interesting information.



## SUMMARY

In this lesson, you learned about the purpose of an **informative speech**. This type of speech uses descriptions, demonstrations, vivid detail, and definitions to explain a subject, person, or place that the audience wants to understand. An informative speech makes a complex topic easy to understand or offers a different point of view. Unlike persuasive speeches, an informative speech relies less on pathos and more on communicating information.

Source: Boundless. "Defining an Informative Speech." Boundless Communications Boundless, 17 Mar. 2017. Retrieved 20 May. 2017 from <https://www.boundless.com/communications/textbooks/boundless-communications-textbook/informative-speaking-13/introduction-to-informative-speaking-69/defining-an-informative-speech-270-76/>



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