**Chapter 18: Speaking to Inform**

**Discussion Questions**

1. What role does persuasion play in the process of creating an informative speech?
2. Compare and contrast persuasive and informative speeches.
3. How can a speaker establish credibility when presenting an informative speech?
4. What types of visual aids should be utilized in a speech about a process?
5. How can a speaker bring “life” to a speech about a person or event with visual aids?
6. Why is it important to sufficiently narrow a topic for an informative speech?