



Types of Business Presentations

A rhetorical speech genre represents a coherent and recognized arrangement of elements in discourse that is appropriate to certain occasions and creates audience expectations that constrain and guide a speech's content, style, and delivery. Speaking genres are tools a speaker can use to anticipate and influence the audience's reaction. They also serve to provide audience members with a framework for interpretation. Reference the chart below for business-appropriate genres.

Genre	Definition + Examples
Deliberative	Normally deals with the future and addresses matters of ethics and compliance.
	Company transitions; orientation/training; shareholder/stakeholder meetings; conferences; marketing (mass media); recruitment
Epideictic (Ceremonial)	Speaking for a special occasion.
	Retirement parties; promotions; award ceremonies; toasts
Iconic	Symbolic; synthesizes many different meanings and presents them as a unified experience.
	Company anniversaries; annual conferences; re-branding situations; ode to heroes/role models
Persuasive	Intended to change thought or course of action.
	Recommendations to board of directors; recruitment; adoption of clients; promotion requests; pay-raise requests; interviews
Identification	Invites diverse members to share a common identity that makes it possible to conduct business as a unified group with common values/interests.
	Orientation/training; amidst ethical crises; company mergers; conferences
Solicitation	Persuading a reluctant audience to adopt a given policy, process, or attitude based on the utility of the matter.
	Company mergers; re-branding or re-organizing; collaborative projects; company memos
Enrichment	Gives entertaining instruction regarding events, processes, or concepts that are consistent with the preexisting interests of the company.
	Orientation/training; special events; conferences
Administrative	Usually delivered by business officials to an audience whose presence is typically mandatory in order to justify policy decision and improve company procedures.
	Orientation/training; company mergers; re-branding; memos; code of ethics; website publications



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Advocacy	Occurs before generally sympathetic audiences and uses explicitly persuasive techniques to challenge and change the pre-existing beliefs or attitudes that were not aligned with the intention of the speaker.
	Philanthropic or corporate social responsibility situations; community engagement events; employee wellness programs; mission and vision statements
Introduction	Discloses facts through narrative for the purpose of establishing a productive and positive future relationship with a group of people.
	Company new-comers; orientation/training; conferences; company mergers; special events