

## Outline Requirements for Informative and Persuasive Speeches:

Name \_\_\_\_\_

Specific Purpose: \_\_\_\_\_

### I. Introduction

- A. Attention step (acts as a hook to gain interest about topic)
- B. Credibility statement (Cite source or experience)
- C. Preview statement (outlines the main points of the body)
- D. Statement of Thesis (mentions the topic and goals of the speaker to the audience)

Transition into body

### II. Body

- A. Main point
  - 1. Support for main point (cite sources) (credibility statements)

Internal summaries, previews, or other strong transitions in between points

- B. Main point #2
  - 1. Support for main point (cite sources)

Internal summaries, previews, or other strong transitions in between points

Etc. for each main point

\*Note, for many speeches, you may have to give a point and then a counterpoint, and add support for both sides. Then, if a persuasive speech, you may need to refute one side and offer counter evidence to their support and support that as well. You will need to cite your sources throughout in order to gain and maintain credibility.

Transition into closing: For example, “So, now that you see. . .” or, “In conclusion..” (Brakelight Function)

### III. Conclusion

- A. Summary statement which outlines briefly what you talked about.
- B. A closing statement which ends the speech on a high note.

You must also have a list of references at the end of your outline. These are the sources you will likely cite in your speech.

You are required to cite 4 different sources during your speech. Remember not to add any new points in the conclusion, unless you are finishing a story you used to introduce the topic. The speaking outline should contain no more than 1/3 of your speech, which means that you need to use bullet words and need to practice your speech. For example, in the introduction, you may just type:

## Sample Outline:

Name: Dr. Doran O'Donnell

Specific Purpose: To persuade the audience to enforce the use of helmets in all riding sports activities

### I. Introduction

A. Attention Step: Tell story about going to hospital

B. Credibility statement: Cite statistic about 4-wheeler injuries

C. Preview statement: Today I am going to talk about the risks of head and facial injuries in riding sports. First, I will discuss why some people don't want to wear them and how meaningless the reasons really are, second, I will discuss how common head injuries are as well as how extensive the injuries can be and the costs associated with varying degrees of trauma. Finally, I will show how well helmets can protect you in an accident and where you can get proper riding equipment that is both fashionable and inexpensive.

D. Thesis: I hope that by the end of this speech, you will have a better understanding of the extensive nature of sports injuries and will enforce a helmet policy with yourself and others.

### II. Body

A. Reasons people don't wear helmets

1. Not Fashionable

a. Presumed peer pressure

b. Messes up hair

2. Costs

3. Unfounded beliefs

a. Not needed

b. Hinders performance

B. Riding injuries are common

1. USA Today Statistics (Show overhead and discuss)

C. Head injuries are extensive.

1. Types of injuries (show pictures and cite source)

a. facial injuries

b. brain trauma

2. The costs associated with head and facial trauma

a. monetary

(1). minor accidents

(2). major trauma

(a). rehabilitation

(b). ongoing care

b. mental costs

c. physical attraction

D. Helmets reduce injuries

1. Show statistics for amount of trauma

2. Show statistics regarding average costs

E. Where to get good equipment

1. The Harley dealership in town
  - a. costs
  - b. fashions and styles
2. Other dealerships
3. Sports centers

III. Conclusion:

A. Brakelight Function: Today we dispelled the beliefs that helmets aren't needed.

B. Summary Statement: Overview main points and refutations.

C. Closing Statement: Being cool is of no use to you if you are dead or injured.

References:

Johnson, A.J. (2007). Four wheeler deaths on the rise. *USA Today*.

Smith, D. W. (2006). *The rulebook for safety*. Random House: New York