**PERSUASIVE SPEECH OUTLINE**

**COMMUNICATION 103**

This outline is to help you organize your thoughts and ideas into a persuasive speech. It will help you arrange and format your main points and sub-points so that your speech motivates your audience to think or act in a specific manner. Your Persuasive Speech Outline is worth **50 points**. Your Persuasive Speech is worth **100 points**. Your outline should be typed, double-spaced, 12 point font, and follow all directions/ You should follow Monroe’s Motivated Sequence format for organizing a persuasive message explained on the next pages. It should be written in APA format and have a minimum of 6 references; those references should be typed and listed in APA format on a separate page. Do not forget to submit your outline to safe-assign through our Blackboard site.. **BE SURE TO READ ALL 6 OF THIS HANDOUT !!**

Your outline should be clean and easy to read/follow. I will grade your outline for both content and format. I will grade what you say, how you organize what you say, and also your grammar, spelling, and punctuation (G/S/P). I will grade how you use evidence and implement it into the outline. I will evaluate how persuasive you are using ethos, pathos, and logos to make your argument. I will also grade how closely you follow proper outline format and subordination. (Do your main points align? Are your sub-points consistent?) I will review that all 6 references are listed in-text as well as on the reference page. It is a full sentence outline so that I can read what you will present to the class on your speech day.

A title page is not necessary. This outline is graded for both content and format. I will mark down for grammar, spelling, and punctuation mistakes. I will evaluate the main points you make in your outline, how you support your main points with evidence/examples (sub-points), and I will grade how you say it (G/S/P). You should always proofread your assignment at least twice- once for content and once for format. Remember that proofreading can only improve your grade.

Additional Information:

* Follow Monroe’s Motivated Sequence of attention, need, satisfaction, visualization, and action
* Your **solution must have an action step** that the class can do on their own
* Make your information understandable and interesting to the audience
* Include appropriate but not overwhelming evidence and information
* A list of References must be turned in with the outline in APA format

In this outline, you will learn the following Student Learning Objectives:

1. Generate a well-reasoned, persuasive argument for this audience.
2. Assess the strength of relative arguments and supporting evidence.
3. To develop a theoretical framework to the persuasive public speaking process (Monroe’s Motivated Sequence).
4. Make connections between the material and your own lives and experiences.
5. To think critically about how to narrow a topic and present a quality speech.
6. To competently create and deliver a professional, persuasive presentation.
7. To gain public speaking experience with effective use of presentation aids.
8. To utilize rhetorical proofs as a means of persuasion (ethos, pathos, logos).

**Persuasive Speech Outline: Monroe’s Motivated Sequence**

1. **Introduction: Attention Step**
   * 1. **Captivate your audience in a relevant way**
     2. **Ease your audience into the topic**
     3. **Utilize the steps below (b,c,d,e,f,)**
   1. Attention Getter
   2. Reason to Listen
   3. Speaker Credibility
   4. Thesis Statement
   5. Preview your Main Points
2. **Body**
   1. **Main Point 1: Building the Need**

*This part of the outline is where you attempt to get your audience to feel a need or a want. You should establish the relevance and significance of your topic, and aim to relate to your audience in some way. Additionally, you should describe the issue by answering the following types of questions (these questions are simply meant to help you brainstorm and serve as a guide; you may have additional information or may not need to cover each and every question):*

* + - *Make a clear and concise/definite claim about what the need is.*
    - *Make the topic personal or relevant to the audience.*
    - *Why is there a need to change? Why does your audience share this need/want?*
    - *What is the issue at hand? What is the audience missing out on? Describe the problem in detail and use proper ramification (i.e. evidence, statistics, testimonies, etc).*
    - *Why is this issue significant? Think about your audience!*

TRANSITION

* 1. **Main Point 2: Satisfaction**

*Here, supply answers to the previous problems or needs you discussed in the section prior. Make sure you make the connection for your audience as to why this is a good solution for your problem.*

* *Tell your audience specifically what your ideas for fulfillment of the need (have a concise and clear statement).*
* *Be very detailed with your plan.*
* *Be demonstrative in relating how this satisfies the need you created.*
* *Bring in external evidence to show how your plan is practical and feasible.*
* *Understand and meet the other side of the argument. Address common objections before the audience can think of them.*
* *Avoid vague language*

TRANSITION

* 1. **Main Point 3: Visualization**

*Use vivid imagery to intensify our desire for your plan/product/service. Show us the benefits (and the drawbacks if audience rejects your plan). This is the step in the speech where you look into the future and what might behold with this novel change you have created.*

* Go a positive route: Offer vivid descriptions to show how much better the audience’s life will be
* Go a negative route: Provide vivid descriptions of how bad things might be if we do not make a change.
* Contrast between both: Negative and positive vivid examples of what might happen in the future. First addressing the negative aspects of not complying, then bringing in the positives.

1. **Conclusion: Action Step**
   * 1. **Reel your audience back in**
     2. **Avoid simple statements like “in conclusion, in summary, to wrap it up”**
     3. **Be concise, be clear, and tell your audience what they need to do.**
     4. **Follow the steps below (b,c,d)**
     5. **End on a powerful note. Remember, this is your ‘mic drop’ moment.**
   1. Restate your thesis statement
   2. Review your main points
   3. Provide an action step

*Stephen Giang*

Communication 103

Persuasive Outline, Stock Issues

*May 4, 2019*

General Purpose: To persuade

1. INTRODUCTION: (Attention step)
2. Attention Gainer: Imagine this. You have a classmate, who’ve you’ve been in class with for almost a full semester now. You haven’t talked to him that much, but you see him getting bullied. What do you do?
3. Reason to Listen: That student is me. Except instead of the bully, I am being tormented and berated by this Speech. I need your help fighting this bully.
4. Speaker Credibility (right to inform): I am a student just like all of you. I face the same troubles of speech and communication as the rest of this class.
5. Thesis statement: Today, I will use my great persuasive techniques taught to me by my Professor to persuade the class to write a persuasive letter to the professor.
6. Preview your Main Points: I will be covering the huge problem occurring right now in this class, what you can do to help, along with how your help can change the world.
7. BODY
8. Main Point # 1 (Need) (this should be at least one full sentence): I need your help in getting an A on this Speech. Doing a topic like this is very risky, so when students, such as I, take a leap of faith like this, the only way to guarantee an A is through the help of our classmates.
   1. Information (sub-point): So, I know what you’re thinking, why should I help you? I believe I deserve your help because I am known to constantly be helping others with their educational goals for as long as I could remember. I have helped Valarie and Dom in their respective math classes because I want to see them succeed in their educational goals. I am always available for tutoring and class help whenever time is available. I am willing to help anyone who is willing to reciprocate the favor.
   2. Information (sub-point): In addition, I have recently been accepted to SDSU under an associate degree of transfer. The only contingency is that I must pass all my current classes and maintain a 3.6 G.P.A. In that sense, I can only be accepted if I ace this class, and I can’t ace this class without your help.
   3. Information (sub-point): Lastly, helping me will actually help you. Studies have shown that helping others actually does a lot to you. By seeing other succeed through your help, gives you a sense of accomplishment and meaning that will project you to seek that feeling of purpose even more. By having that first initial feeling of accomplishment, people can be more productive as they seek more of that purposeful feeling.

TRANSITION STATEMENT

1. Main Point # 2 (Satisfaction) (this should be at least one full sentence): I need your help to get an A on this assignment. I need the class to write a letter to our Professor outlining exactly why my speech is persuading and why I deserve an A on this assignment.
   1. Information (sub-point): Through my own observations, I have seen that our voice has a power when directed to the right ear. Prof. T is that type of person. To him, our voice and opinion actually matters, and if we can all come together, we can succeed and put our ideas into reality.
   2. Information (sub-point): I understand how bothersome it is to write a letter or write an email. However, right now, you are currently taking notes already on my persuasive techniques. All you would need to do is write “Dear Prof. T” on the top and send it his way. Its that easy.
   3. Information (sub-point): And obviously we can start slow and work our way up. We don’t need to email him daily forever saying “give Stephen an A.” We just need to do it until he gives me an A. It’s a very short-term goal that requires only a short amount of work. But if we all work together, we can create a bigger voice that will definitely be noticed by our Professor.

TRANSITION STATEMENT

1. Main Point # 3 (Visualization) (this should be at least one full sentence): I am confident that helping me today will change the future.
   1. Information (sub-point): By helping me ace this class, it only pushes me further to becoming a great teacher, tutor, or professor. And as a teacher, I will always go out of my way to help any struggling students. The student I help could be your child. That student could be your next business partner in your future company. In fact, that student could be the next person to write a risky speech such as mine.
   2. Information (sub-point): By helping me, you are helping multiple generations reach their dream and become successful. By touching my life today, I can do the same for all the students I teach. And when they say thank you for doing so, I will say “it was all because of my Coms 103 class.”
   3. Action Step for us to take (sub-point): All it takes is one letter…everyday until he inputs grades.
2. CONCLUSION: (Action Step)
3. Restate your Thesis: Today I have tried my best to show you the great ways in which we can shape the future.
4. Review your Main Points: I have shown you exactly why I need your help, and what your help can do.
5. Action Step: So, everyone, right now. Take a piece of paper and begin shaping our future today! Thank You.

References

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