**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, Why everyone should be a tutor

*May 4, 2019*

General Purpose: To persuade

1. INTRODUCTION: (Attention step)
2. Attention Gainer: Who here wants to touch lives and make money at the same time?
3. Reason to Listen: I am here to show you a great opportunity that lets you do that!
4. Speaker Credibility (right to inform): Hi, my name is Stephen and I am currently a tutor of five students. I have been a tutor for about five years now. I started tutoring because I knew certain subjects that people lacked in. In addition, I didn’t mind helping, so I used teaching styles I have seen from my own teachers to create a better tutoring service for my students. Being a professional tutor while in college has been the best for me.
5. Thesis statement: Tutoring opens doors of opportunity to college students and makes college an easier time. This is why everyone needs be a tutor.
6. Preview your Main Points: I will be covering a huge problem faced by a significant number of college students, how tutoring will solve that, and what tutoring can do for you.
7. BODY
8. Main Point # 1 (Need) (this should be at least one full sentence): College students are in search for 3 things, money, purpose, and time.
   1. Information (sub-point): Most students cannot afford the huge costs of college and have no way to juggle school and work to pay for that. We all know the huge paradox that we need schools to get a job, and we need a job to pay for school. According to Collegecalc, The average cost of school in California costs around 14 thousand dollars. The average part time student makes a minimum of 12 dollars an hour at 20 hours a week. That is 12 thousand dollars a year before taxes. If a student, were to work every week of the entire year, even that would not be enough to pay for college alone. This is not accounting for the costs of food, gas, or rent.
   2. Information (sub-point): Students in college are also in search for a purpose or something meaningful in their lives. According to a survey by Deloitte, “The 2018 Millennial Survey,” 43% of college students had quit their jobs because their job were not fulfilling enough. Most fulfilling jobs, however, are careers that are given to people with degree’s and college experience. Finding a job that is meaningful is a struggle for college students, as they do not have a degree yet.
   3. Information (sub-point): In addition, most college students just do not have the time to work full time jobs and juggle a full-time class schedule. Colleges considers a 12-credit student to be full time. Each credit is considered as a single hour in class, with 2 hours spent outside of the classroom setting. That means that a full-time student needs to devote 36 hours to school a week. With only 112 awake hours in a week, school takes up 32% of a student’s time, whereas a part time job would take 18%. That only leaves 56 hours in a week, or 8 hours a day to have their own free time or time for their priorities.

TRANSITION STATEMENT – With so many of these common problems, there is one easy solution to all of it.

1. Main Point # 2 (Satisfaction) (this should be at least one full sentence): Tutoring is the way for college students to find a meaningful job that pays better than most and takes less time.
   1. Information (sub-point): According to studies on the prices of tutoring, tutoring pays up to $45 an hour. Tutoring is an easy way to make a substantial amount of money in a short amount of time. Instead of working at a minimum wage job for four hours, tutoring provides the same amount of income within the first hour.
   2. Information (sub-point): With being a tutor comes a lot of commitment. Tutoring is a job in which as frustrating as times can be, the tutor must push through and stick with their student. It’s a lot of hard work, but once your student succeeds, you get this feeling of great accomplishment knowing that you made a difference in someone’s life. It creates a purpose in the job, where you want them to succeed.
   3. Information (sub-point): Lastly, tutoring is optimal in the sense that college student don’t have all the time in the world. Tutoring is nice and convenient in the sense that it is only done after school hours, which is not only beneficial to the student but also towards the tutor as they go to school. Additionally, making tutoring to fit your hours is very easy and nice because students who need tutoring will make your service as a tutor their priority.

TRANSITION STATEMENT – As much as you work as a tutor, tutoring works for you!

1. Main Point # 3 (Visualization) (this should be at least one full sentence): With tutoring, college students can experience financial freedom and commit more time to their education all while making a difference.
   1. Information (sub-point): Tutoring is a great job that can be done as early as high school. It brings in a substantial amount of money that can fund college students’ books and education fees. As well as fund their hobbies and interests that would make their time in college a little easier.
   2. Information (sub-point): Tutoring also creates a sense of responsibility that prepares these college students for the life after education. They come out of tutoring with a purpose and meaning that will only help push them further to reach their goals.
   3. Information (sub-point): Along with the financial freedom, and the boost in motivation and accomplishment, college students can devote more time to their hobbies, aspirations, and their education. College students can live without the stress of student loans, sense of emptiness, and sleepless nights.
2. CONCLUSION: (Action Step)
3. Restate your Thesis: The incentives towards tutoring are obvious. Tutoring is the solution to a lot of college students’ problems.
4. Review your Main Points: Tutoring allows students to experience financial freedom, a sense of accomplishment, and more time for bigger priorities.
5. Action Step: Companies such as the ones listed are eager to bring in energetic and continuously learning college students. These companies are looking for energy, a passion for learning, and someone who is current with the curriculum. All it takes it a single application. If you’re a college student, be a tutor today and enjoy the wide list of benefits!

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