

Speech Writing Format

Fill in the blanks with your information in the order below.

When actually giving the speech, of course, give the introduction and thesis first.

1. Body

a. General Purpose

- i. Inform:
- ii. Entertain:
- iii. Persuade:

b. Specific Purpose

- i. Inform is to “describe”, “understand”, “know”
- ii. Entertain is to “amuse”
- iii. Persuade causes audience to “do”, “consider”

1. Main Point #1

a. Subpoint (logical: stats/facts = what experts say)

b. Subpoint (emotional: stories/examples)

2. Main Point #2

a. Subpoint (logical: stats/facts= what experts say)

b. Subpoint (emotional: stories/examples)

3. Main Point #3

a. Subpoint (logical: stats/facts= what experts say)

b. Subpoint (emotional: stories/examples)

4. Summary of Points

2. Conclusion

a. Positive Story

3. Introduction (attention grabber)

a. Negative Story

b. Thesis: focus on the point or message; single sentence that summarizes the central idea of a presentation = preview of what's to come