Content Outline

Topic:
General Purpose:
Specific Purpose:
Central Idea

I. Introduction
   A. Attention-getter:
   B. Reason to listen (motivation):
   C. Establish credibility:
   D. Specific purpose:
   E. Central idea:
   F. Preview of main points:

II. Body
   A. Main Point
      1. Supporting material (facts, definitions, description, examples, testimony, statistics, literal analogy, and figurative comparison).
      2. Supporting material
         a. support
         b. support
      3. Supporting material
   B. Main Point
      1. Supporting material
      2. Supporting material
   C. Main Point
      1. Supporting material
      2. Supporting material
      3. Supporting material

III. Conclusion
   A. Review your main ideas
   B. Refer to the introduction
   C. End with impact (final thought)

Connectives
Throughout your speech you should also use connectives. Connectives are words and phrases, and sentences you use to lead from one idea to another and tie the various parts of your speech together smoothly.

Signposts: simple connectives such as first, next, and finally that help listeners keep their place in your speech.
Transitions: summaries of where you’ve been and where you’re going in your speech.
Internal previews: brief summaries within the speech; they foretell the subpoints you will develop under a major point.
Internal summaries: restatements of the ideas within a subpoint in the body of your speech.
Supporting Material

**Facts**: data that’s verified by observation

**Established fact**: data verified consistently by many observers.

**Definition**: denotative, dictionary meanings; connotative meanings are subjective

**Opinions** that are not necessarily factual and may be called into question.

**Description**: creation of an image or impression through vivid words.

**Example**: a specific instance used to support ideas.

**Real example**: an actual happening.

**Hypothetical example**: not a real incident or person but true to life.

**Extended example**: a longer incident with many details.

**Narrative**: an extended story or account.

**Testimony and Quotations**

**Testimony**: opinions of authoritative sources.

**Direct quotation**: stating the exact words of the source.

**Paraphrase**: summarizing a source’s ideas in your own words.

**Expert testimony**: support gained from people whose knowledge about the topic comes from study or work-related experience.

**Peer or lay testimony**: support gained from sources whose knowledge comes from firsthand experience with the topic.

**Statistics**

**Enumeration**: a count

**Mean**: the average of a group of numbers

**Median**: the middle number in a set of numbers arranged in a ranked order.

**Percentages**: a figure that shows the relationship of the part to the whole, which is represented by the number 100.

**Rate of increase or decrease**: a percentage that uses an earlier baseline figure to compare growth or decline.

**Ratio**: a numerical relationship shown by using numbers such as 1 in 10.

**Comparison and Contrast**

**Comparison**: pointing out similarities between two things.

**Contrast**: identifying differences between two things.

**Analogy**: a synonym for comparison and contrast.

**Literal analogy**: finding similarities between two actual things that are alike in important ways.

**Figurative analogy**: finding similarities between two otherwise dissimilar things; requires an imaginative connection.