

Public Speaking
Unit 7
Persuasive Speech: A Question of Value

- I. Topic
- II. Thesis statement
 - A. Beginning of intro? (Inductive)
 - B. End of intro (deductive)
- III. Introduction
 - A. Builds interest
 - B. Preview of topic
 - C. Applies to audience
- IV. Body of speech
 - A. clear, logical organization and convincing argument
 - 1. add details
 - 2. sub categories
 - a. smaller details
 - b. go here
 - B. specific, meaningful information
 - C. connects issue to audience needs (pathos)
 - D. establishes personal credibility (ethos) Why can you speak on this topic?
- V. Evidence to support your thesis (Cites sufficient, credible, honest, relevant, current evidence ([logos])
 - A. Source one
 - Quote used
 - B. Source Two
 - Quote used
- VI. Conclusion