

Name \_\_\_\_\_

Period \_\_\_\_\_

Date \_\_\_\_\_



## Informative Speech: Proposal

You will turn in a typed proposal in class on **Thursday, September 30<sup>th</sup>**, after we have had instruction on these concepts and you have had two in-class days to research. Your proposal should include a topic, a general purpose, a specific purpose, a central idea, and main points.

1. Follow these guidelines for your topic:
  - The basic word or phrase that your speech is about

Example: *Topic: Frederick Douglass*

2. Your general purpose is *to inform*.
3. Follow these guidelines for your specific purpose:
  - Full infinitive phrase
  - Refers to audience/is suitable to audience
  - Statement, not question
  - Limited to one distinct subject
  - Indicates precise goal
  - Can be accomplished in the time allotted (4 to 8 minutes)

Example: *Specific Purpose: To inform my audience about the major achievements of Frederick Douglass*

4. Follow these guidelines for your central idea:
  - Complete sentence
  - Statement rather than question
  - Clearly encapsulates the main points to be discussed in the body of the speech
  - Can be adequately discussed in 4 to 8 minutes
  - Is appropriate to the audience (not too trivial or technical)
  - Is relevant to the audience

Example: *Central Idea: Although born in slavery, Frederick Douglass became one of the greatest figures in American history.*

5. Follow these guidelines for your main points:
- Contains three to five main points
  - Main points organized according to one of the following methods of organization (circle the appropriate method)
    - Chronological order
    - Spatial order
    - Causal order
    - Topical order
    - Problem-solution order
  - Main points clearly separate from one another
  - Same pattern of wording used for all main points

On the speech itself, you'll also need to ensure:

- Roughly balanced time between all main points
- Each main point backed up with strong, credible supporting materials
- Connectives used to make sure the audience knows when moving between main points

Example: **Main Points:**

- I. Douglass spent the first 20 years of his life as a slave in Maryland.*
- II. After escaping to the North, Douglass became a leader in the abolitionist movement to end slavery.*
- III. During the Civil War, Douglass helped establish black regiments in the Union Army.*

## Proposal Rubric

Element of Proposal	Score
Topic	1
General Purpose	1
Specific Purpose	1 2 3 4 5 6
Central Idea	1 2 3 4 5 6
Main Points	1 2 3 4 5 6
<b>Total</b>	_____ / 20 x2 _____ / 40, _____ %