

Name _____

Period _____

Date _____



Informative Speech: Proposal

You will turn in a typed proposal in class on **Thursday, September 30th**, 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
Total	_____/ 20 x2 _____/ 40, _____ %