

COMM. 110/BERRY **DEMONSTRATION SPEECH OUTLINE STRUCTURE**

INTRODUCTION

I. GET THE ATTENTION AND INTEREST OF AUDIENCE:

Question(s), rhetorical question(s), short story, factual example, hypothetical example, statistic(s), quote, testimony, visual aid, physical aid, audio aid, analogy, etc.

II. BACKGROUND/ORIENTATION: (Psychological orientation)

- A. Explain why the audience should want to listen to your speech.
- B. What is the relevance/importance of the topic to audience?
- C. What do they need to know in terms of orientation to your topic?

III. CLEARLY STATE YOUR SPECIFIC PURPOSE (ONE DECLARATIVE SENTENCE)

- A. State first main idea **(Logical orientation/preview of**
- B. State second main idea, etc. **main ideas)**

BODY

I. MAIN IDEA (one complete, declarative sentence)

- A. Supporting idea (one complete, declarative sentence)
 - 1. Supporting material (explanation, example, demonstration, etc.)
 - 2. Supporting material (story, visual aid, explanation, etc.)
 - a. subpoint
 - b. subpoint
- B. Supporting idea (one complete, declarative sentence)
 - 1. Supporting material
 - 2. Supporting material

II. MAIN IDEA (one complete, declarative sentence)

CONCLUSION

I. RESTATE SPECIFIC PURPOSE (Logical closure)

- A. Restate 1st main idea
- B. Restate 2nd main idea

II. CONCLUDING REMARKS (Psychological closure)