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)