Persuasive Speech
Organizational Pattern Options

The following information comes from the North Eastern State University of Oklahoma. They have provided us with five different organizational patterns for persuasive speech writing. Read through the patterns below and carefully choose which organizational pattern fits your intended purpose best. Keep in mind that in your outline you must clearly address all of the following:

- a strong (pumped up) introduction with the thesis as the last sentence
- logical appeals that engage the target audience
- emotional appeals that engage the target audience
- a concession (anticipate and rebut opposing arguments)
- two propaganda techniques

All students will turn in a typed speech outline at the start of class on Monday, November 12th. In your outline, you need to make the above components crystal clear (highlight and label) because I will follow this outline during your presentation as I am grading it.

Problem-Solution
The Problem-Solution pattern is probably the most commonly used persuasive speech pattern. The first part of the speech is spent explaining the problem to the audience, while the second half is devoted to offering a solution.

Intro:
Hook
Thesis

Body
Position Statement (Position of Fact): There are too many air disasters.
  I. There are too many air disasters and near disasters around the globe.
     A. The problem of near-misses and crashes is serious.
        1. It is extensive (statistics).
        2. This has negative implications for travelers.
     B. There are several causes of this problem.
        1. There are communication problems between crews and air traffic controllers.
        2. Weather is a consideration.
        3. Mechanical and maintenance failures cause disasters.
  II. The problem can be minimized.
     A. Airplanes should be more carefully inspected and maintained.
     B. Both crew members and air traffic controllers should continue to receive on-the-job training both in communication and in understanding the effects of weather.
     C. Engineers and researchers should continue to develop state-of-the-art equipment to prevent some of these disasters.

Conclusion
**Direct Method**
In the Direct Method, you make a claim then directly state your reasons to support it. Each point, thus, provides an additional rational to agree with your views. It is a good pattern to use when listeners are apathetic or neutral, mildly favoring, or mildly opposing the claim. Often it is used when the major persuasive purpose is to convince, though it can also be used to organize a speech to actuate. In the Direct Method, the speaker should begin with the least important reason and end with the most important.

Intro:
Hook
Thesis
Body:
Position Statement (Position of Policy):  *Everyone should drive 55 miles per hour.*
   I. *It will save fuel.*
   II. *It will save money.*
   III. *It will save lives.*
Conclusion

**Comparative Advantages Pattern**
A Comparative Advantages pattern shows that one proposal is superior to competing proposals by comparing its advantages to those of the competition.

Intro:
Hook
Thesis
Body:
Position Statement (Position of Value):  *Fords are better than any other vehicles.*
   I. *Ford has a better repair record than its competitors.*
   II. *Ford has a higher resale value than its competitors.*
   III. *Ford is more economical than its competitors.*
Conclusion

**Negative Method Pattern**
When you use the Negative Method, you concentrate on the shortcomings of every other proposal; then you show why your proposal is the one logical solution remaining. This is used with Positions of Policy.

Intro:
Hook
Thesis
Body:
Position Statement (Position of Policy):  *Drugs should be legalized.*
   I. *More drug enforcement agencies are not the answer.*
   II. *Better education is not the answer.*
   III. *Incarceration is not the answer.*
   IV. *Global legalization of drugs is the only way we will regulate supply and demand.*
Conclusion
Monroe’s Motivated Sequence

Alan Monroe, a professor at Purdue University for many years, developed and refined a pattern that is commonly used in persuasive speaking, especially in speeches with the purpose of actuating behavior. As you will see, it is a modified form of a problem-solution speech. In order to move people to act, it is necessary to motivate them to do what they know they should do. Because of this, it is important to provide emotional reasons as well as logical ones.

1. Attention Step: At the outset of the speech, as in any speech, you must gain the audience’s attention and draw it to the speech topic.
2. Need Step: This step is similar to the problem part of a problem-solution speech. Dr. Monroe suggests four elements in establishing the need:
   A. Statement – Tell the nature of the problem.
   B. Illustration – Give a relevant, detailed example (or examples).
   C. Ramifications – Provide additional support such as statistics or testimony that show the extent of the problem.
   D. Pointing – Show the direct relationship between the audience and the problem.
   What are the personal implications for each listener?
3. Satisfaction Step: After you have demonstrated the problem, how extensive it is, and how it will affect the audience, propose a solution that will satisfy the need you have created. This step can have as many as five parts:
   A. Statement – Briefly state the attitude, belief, or action you want the audience to adopt.
   B. Explanation – Make your proposal understandable; visual aids may help at this point.
   C. Theoretical Demonstration – Show the logical connection between the need and your solution.
   D. Practicality – Use facts, figures, and testimony to show that the proposal has worked effectively or that the belief has been proved correct.
   E. Meeting Objections – Here you show that your proposal can overcome any potential objections that listeners might have.
4. Visualization Step: This step is unique from the patterns we have seen so far. In it, you ask the audience to imagine what will happen if they enact the proposal or if they fail to do so.
   A. Positive – Describe future conditions when the plan is put into action. Put the audience into a realistic scenario, enjoying what your solution has provided. In this section, you commonly appeal to pathos (safety needs, pride, pleasure and other emotions).
   B. Negative – Have the listeners imagine themselves in an unpleasant situation because they did not put the solution into effect.
   C. Contrast – Compare the negative results of not enacting the plan with the positive results the plan will produce.
5. Action Step: In the final step, call for the listeners to act in a specific way.
   A. Call for an overt action, attitude or belief.
   B. State your personal intention to act.
   C. End with impact.

http://arapaho.nsuok.edu/~aldridga/10%20steps%20to%20a%20persuasive.htm