

CONTENT

- I. Planning
 - A. Purpose
 - 1. Inform
 - 2. Persuade
 - 3. Entertain
 - B. Topic selection
 - 1. Occasion/event
 - 2. Audience analysis
 - 3. Time
 - 4. Logistics
 - C. Presentation method
 - 1. Manuscript
 - 2. Memorization
 - 3. Outlined notes
- II. Organization
 - A. Introduction
 - 1. Purposes
 - a. Hook attention
 - b. Create mood/tone
 - c. Lead into topic
 - 2. Importance
 - a. First impression
 - b. Success
 - 3. Good methods
 - a. Interesting story
 - b. Rhetorical question
 - c. Clever analogy
 - d. Quotation
 - e. Appropriate humor
 - f. Statistics
 - g. Shocking statement
 - h. Dramatic example
 - i. Description/suspense
 - 4. Delivery
 - a. Dynamic
 - b. Smooth
 - B. Body
 - 1. Support
 - a. Explanation
 - b. Analogy
 - c. Illustration
 - d. Statistics
 - e. Testimony
 - f. Facts
 - 2. Patterns
 - a. Chronological
 - b. Topical
 - c. Process
 - d. Cause/effect
 - e. Problem/solution
 - f. Spatial
 - g. Motivated sequence
 - 3. Development
 - 4. Tightness/focus
 - C. Conclusion
 - 1. Purposes
 - a. Effective ending
 - b. Sense of finality
 - 2. Importance
 - a. Thought provoking
 - b. Final impression
 - 3. Good methods
 - a. Forceful statement
 - b. "If" application
 - c. Introduction tie-in
 - 4. Delivery
 - a. Slow tempo
 - b. Keep volume strong
 - c. Stress ending
 - d. Maintain eye contact
 - e. Pause before moving