

Organizing Persuasive Speeches (UW-La Crosse Public Speaking Center)

In persuasive speeches, speakers make an *argument* to their audience. Here are four primary ways to organize a persuasive speech:

Problem-solution

- Speaker identifies a specific *problem* and offer a specific *solution*
 - Solution should be the most effective
 - Solution should resolve the problem outlined in the speech

Problem-cause-solution

- *Problem step* identifies and explains a specific problem
 - *Cause step* describes the causes of the identified problem
 - *Solution step* advances a specific solution which resolves the problem

Comparative Advantage

- Audience and speaker agree that a specific problem exists
 - Speech includes *two or more* potential *solutions* to a specific problem
 - Speaker advocates for one solution as better than the others discussed in the speech

Monroe's Motivated Sequence (5 steps)

- **Attention step:** Speaker focuses audience on a specific topic (set up in attention getter in the introduction)
- **Need step:** Speaker describes a significant problem
- **Satisfaction step:** Speaker offers the solution to the *need*
- **Visualization step:** Speaker uses descriptive language to explain what happens when the satisfaction step is implemented
- **Action step:** Speakers conclude with a call to action for the audience in the speech