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