

Sample Outline for Persuasive Speech - COM 181

WALKING TO IMPROVE HEALTH

Specific Purpose: To persuade my audience to start walking in order to improve their health.

Central Idea: Regular walking can improve both your mental and physical health.

Method of Organization: Monroe's motivated sequence.

Introduction

Let's be honest, we lead an easy life: automatic dishwashers, riding lawnmowers, T.V. remote controls, automatic garage door openers, power screwdrivers, bread machines, electric pencil sharpeners, etc., etc. etc. We live in a time-saving, energy-saving, convenient society. It's a wonderful life. Or is it? While today's luxuries have been welcomed by the masses, they have also been accused of turning us into passive, lethargic couch potatoes. As a reformed couch potato myself, I know how easy it can be to slip into an inactive lifestyle. I also know how sluggish and apathetic such a lifestyle can make me feel. Today I want to urge you to move off that couch and get your body moving. I want to persuade you to start walking.

Body

Need

- I. Americans lead a sedentary lifestyle at the expense of their health.
 - A. Adults watch between 15 and 18 hours of TV a week. (statistic - Carey 82)
 1. This means we spend approximately 40% of our leisure time in front of the TV. (statistic - Carey 82)
 2. Ironically, it is also reported that we really don't like many of the shows we watch. (factual example - Carey 83)
 - B. An article in the March, 1994 issue of Walking reports that there is evidence that our sedentary lifestyle is bad for our mental and emotional state of mind.
 1. Studies today indicate that people are experiencing higher bouts of depression than in the 18th and 19th century when work and life was considered more difficult. (factual example - McAuliffe 43)
 2. The article reports that 12.6% of Americans suffer from anxiety and another 9.5% suffer from serious depression. (statistic - McAuliffe 42)
 - C. Our eating habits, combined with our lack of exercise is purported to be the "second leading non-genetic contributor to death in the U.S." (factual example - Camenzind)
 1. Nutritionist Phyllis Hall stated that we tend to eat foods that are high in fat, which produce high levels of cholesterol in our blood, which in turns leads to plaque in our arteries. (expert testimony - Hall)
 2. While modifying our diet can certainly help us decrease our risk for heart disease, studies have indicated that people who don't exercise are at an even greater risk for heart disease. (factual example - Camenzind)

Satisfaction

- II. Fortunately, there is a simple, effective exercise that we can all do.
 - A. This exercise is walking.
 - 1. Walking for 20 minutes at a moderate pace 3 - 4 times a week is good for our physical and mental health. (factual example - Ullman 9)
 - 2. Walking is an inexpensive form of exercise that requires no training.
 - B. Regular walking can reduce our risk for heart disease.
 - 1. A 1994 article in Prevention reported that walking can curtail our risk for heart disease. (factual example - Ullman 9)
 - 2. Walking enhances an enzyme that removes triglycerides (blood fats) from our bloodstream. (factual example - Ullman 10)

Visualization

- III. We can visualize the benefits of walking by contrasting the lifestyle choices we have.
 - A. We can take shortcuts in life and cut our life short.
 - 1. Find the closest parking space in the parking lot.
 - 2. Drive to the convenient store that is just around the corner from your house.
 - 3. Catch the bus to take you to a building across campus.
 - 4. Telephone the friend in your neighborhood to chat.
 - B. Or we can choose to lessen our risk for heart disease and improve our mental health by making an effort to walk.
 - 1. "Walking will enable you to stumble onto natural little wonders that otherwise go unnoticed." (factual example - Ullman 10)
 - 2. John P. Wiley comments on the benefits of walking by stating, "Being on your own two feet is restful. No one is climbing on your back, leaning on a horn, . . . and if something catches your eye, you can stop without being rear ended." (peer testimony - Wiley 24)

Conclusion

In closing, I urge you to start walking more. A simple, easy activity. Park at the back of parking lots and walk. Walk, don't drive, to your local convenient store. Walk past the bus stop and let your two feet carry you across campus. Take 20 minutes and enjoy a walk around your neighborhood. Hide the T.V. remote control, move off the couch, and walk -- for your heart's sake.

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Sample Outline for Persuasive Speech - COM 181

THE LIFE YOU SAVE MAY BE YOUR OWN

- Specific Purpose: To persuade my audience to wear seatbelts every time they ride in an automobile.
- Central Idea: There are no good reasons not to wear seatbelts and one vital reason to wear them - they may well save you from serious injury or death in an automobile accident.
- Method of Organization: Monroe's motivated sequence

Introduction

It had just stopped raining when my friend Florence and I got into the car. I fastened my seat belt, but she didn't. I backed out of the driveway and we headed out for what we thought would be a fun evening. After driving for awhile I entered an intersection. The light was green and so I proceeded into the intersection just as another car turned left in front of me. Because the roads were wet, my brakes wouldn't hold and we slid into the side of the other car. I was shaken, but all right. Then I noticed that the windshield on the passenger's side was shattered. I saw my friend slumped up against the seat with blood all over her face. She had shattered the windshield.

Being in an accident, I know first hand the difference wearing seatbelts can make. Also class surveys show that many of you don't wear your seat belts. That's why today I want to persuade you to wear your seat belts every time you ride in an automobile.

Body

Need

- I. Automobile accidents take a frightful toll in lives and injuries every year.
 - A. According to the Motor Vehicle Association, 3 million Americans are injured in auto accidents annually. (statistic - Orme 27)
 - B. In addition, 50,000 are killed each year. (statistic - Orme 29)
 1. This number is the equivalent to a 747 jumbo jet crashing every other day for a year. (analogy - Orme 29)
 2. Automobile accidents are the leading cause of death for people of high-school and college age. (factual example - Consumers' 10)

Satisfaction

- II. You can save yourself from becoming part of these statistics by wearing your seatbelt.
 - A. According to the Department of Transportation, 15,000 lives would be saved annually if every driver fastened his or her seatbelt every time he or she rode in a car. (statistic - Lumet 45)
 - B. A study by the Motor Vehicle Association showed that the chances of individual death and injury are reduced 50 percent by the use of seatbelts. (statistic - Dinkel 46)

Visualization

III. We can visualize the benefits of seatbelts by answering some of the reasons given in response to my audience analysis questionnaires for not wearing seatbelts.

- A. Some of you think you can brace yourselves in case of a crash.
 - 1. But you may never see the other car in time.
 - 2. Impact at 30 mph is 100 times the force of gravity. (factual example - Bedard 111)

- B. Some of you feel you don't need seatbelts for short trips.
 - 1. According to the Motor Vehicle Association, most accidents occur on local roads. (testimony - Dinkel 47)
 - 2. My accident took place only five minutes from home.

- C. Some of you fear being trapped in a burning or submerged vehicle.
 - 1. Burning or submersion occurs in only .5 percent of all auto accidents. (statistic Lumet 46)
 - 2. In this kind of accident, seatbelts help keep you conscious and able to escape.

- D. Some of you don't use seatbelts because they are uncomfortable.
 - 1. Seatbelts can be adjusted for comfort.
 - 2. What's worse - a seatbelt or a wheelchair?

Conclusion

So I urge you to fasten your seatbelts every time you ride in a car. If my friend had worn hers she wouldn't have received the terrible scars that remind us of that accident over a year ago. Some of you may say that you forget, but the one time you forget may be the time you are injured or killed. So please, buckle up. It only takes a few seconds. If you don't, you may regret it sitting in a wheel chair, or you may not even have the chance to regret it.

Just ask Beth, a student at this university who says, "If I hadn't been wearing my seatbelt at the time of my accident, I truly believe I would not be here today."

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