

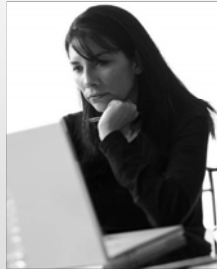


chapter 4 Selecting a Topic & Purpose

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

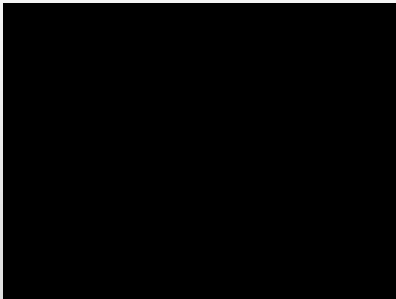
Brainstorming

Generating ideas by free association of words



The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Selecting Interesting Topics



(click above to play)

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

General Purpose

Broad goal of speech

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Specific Purpose


- Single infinitive phrase
- States what speaker hopes to accomplish



The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Specific Purpose Guidelines

- Full infinitive phrase
- Statement, not question
- Avoid figurative language



The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Specific Purpose Guidelines

- Limit to one distinct idea
- Avoid being vague

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Full Infinitive Phrase

Ineffective: **Calendars**

➔

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.


Full Infinitive Phrase

More Effective: **To inform my audience about the four major kinds of calendars used in the world today.**

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Statement, Not Question

Ineffective: **What is Día de los Muertos?**



The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.


Statement, Not Question

More Effective: **To inform my audience about the history of Mexico's Día de los Muertos celebration.**

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Avoid Figurative Language

Ineffective: **To persuade my audience that campus policy on student parking really stinks.**



The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Avoid Figurative Language

More Effective: **To persuade my audience that the campus policy on student parking should be revised to provide more spaces for students before 5 p.m.**

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

One Distinct Idea

Ineffective: **To persuade my audience to become literacy tutors and to donate time to the Special Olympics.**



The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

One Distinct Idea


More Effective: **To persuade my audience to become literacy tutors.**

More Effective: **To persuade my audience to donate time to the Special Olympics.**

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Avoid Being Vague

Ineffective: **To persuade my audience that something should be done about medical care.**



The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.


Avoid Being Vague

More Effective: **To persuade my audience that the federal government should adopt a system of national health insurance for all people in the United States.**

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Specific Purpose Questions

- Does purpose meet assignment?
- Can I accomplish purpose in time allotted?
- Is purpose relevant to audience?



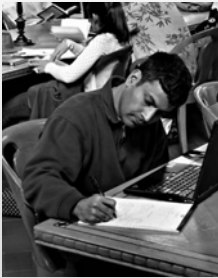
The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Specific Purpose Questions

- Is purpose too trivial for audience?
- Is purpose too technical for audience?

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Central Idea



- One-sentence statement
- Encapsulate major ideas of speech

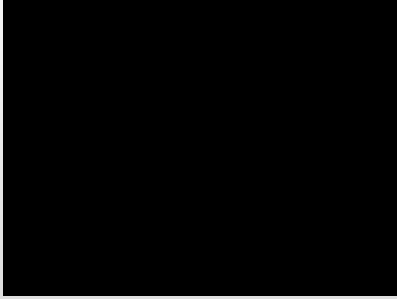
The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Central Idea Guidelines

- Express as full sentence
- Don't express as question
- Avoid figurative language
- Don't be vague

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Phrasing the Central Idea




(click above to play)

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Complete Sentence

Ineffective: **Problems of fad diets.**



The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.


Complete Sentence

More Effective: **Fad diets can lead to serious health problems by creating deficiencies in vitamins and minerals and by breaking down muscle tissue as well as fat.**

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Statement, Not Question

Ineffective: **What are nanorobots?**



The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.


Statement, Not Question

More Effective: **Microscopic in size, nanorobots are being developed for use in medicine, weaponry, and daily life.**

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Avoid Figurative Language

Ineffective: **Mexico's Yucatan peninsula is an awesome place for a vacation.**



The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Avoid Figurative Language

More Effective: **Mexico's Yucatan peninsula has many attractions, including a warm climate, excellent food, and extensive Mayan ruins.**

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Avoid Being Vague

Ineffective: **Paying college athletes a salary is a good idea.**



The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Avoid Being Vague

More Effective: **The NCAA should allow athletes in revenue producing sports to receive a \$250 monthly salary as part of their scholarships.**


The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Example Outline

General Purpose: **To inform**

Specific Purpose: **To inform my audience of the three major races in alpine skiing.**

Central Idea: **The three major races in alpine skiing are the downhill, slalom, and giant slalom.**



The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.

Example Outline

Main Points: **I. The first major race in alpine skiing is the downhill.**

II. The second major race in alpine skiing is the slalom.

III. The third major race in alpine skiing is the giant slalom.

The McGraw-Hill Companies © 2009 Stephen E. Lucas. All rights reserved.
