Business Communication

Outline and Sources

(100 points possible)

Student Name:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Instructions:**

**Use this template to prepare your final project, the persuasive speech, which will be due during the last week of this class. Use complete sentences in the outline.  Remember, the more information you provide here, the better the feedback provided by your instructor.**

**When listing the sources, use APA style guide format (visit the Purdue OWL APA formatting and style guide website for assistance:**[**https://owl.english.purdue.edu/owl/resource/560/01/**](https://owl.english.purdue.edu/owl/resource/560/01/)**)**

TOPIC and VIEWPOINTS

Describe the controversial topic you have chosen:

Which viewpoint will you champion:

What is the opposing viewpoint:

INTRODUCTION

What is your attention-getter?

How will you connect with the audience?

Transition statement:

BODY  (3-4 main points for a 5-7 minute speech)

Main point #1:

1. Subpoint one (briefly share what you’ll say about this main point)
2. Subpoint two

Supporting evidence for main point #1:

Transition statement:

Main point #2:

1. Subpoint one (briefly share what you’ll say about this main point)
2. Subpoint two

Supporting evidence for main point #2:

Transition statement:

Main point #3:

1. Subpoint one (briefly share what you’ll say about this main point)
2. Subpoint two

Supporting evidence for main point #3:

Transition statement:

 Main point #4:

1. Subpoint one (briefly share what you’ll say about this main point)
2. Subpoint two

Supporting evidence for main point #4:

Transition statement:

CONCLUSION

Concluding Remarks (remember to be brief **not** write out the speech)

SOURCES:  List ***at least*** four scholarly sources, using the APA style guide format.

Source #1:  Citation:

Briefly summarize this source (identify author’s credentials, what is the thesis, is it in favor of your viewpoint or does it represent the opposing viewpoint?)

Source #2:  Citation:

Briefly summarize this source (identify author’s credentials, what is the thesis, is it in favor of your viewpoint or does it represent the opposing viewpoint?)

Source #3:  Citation:

Briefly summarize this source (identify author’s credentials, what is the thesis, is it in favor of your viewpoint or does it represent the opposing viewpoint?)

Source #4:  Citation:

Briefly summarize this source (identify author’s credentials, what is the thesis, is it in favor of your viewpoint or does it represent the opposing viewpoint?)