



Center for Writing and Speaking

A NO. 17 IN THE CENTER FOR WRITING AND SPEAKING HANDOUT SERIES

Comparison of Two Persuasive Formats

This comparison can be helpful in the following ways:

1. As a learning device. It may be easier for you to understand Monroe's Motivated Sequence (a persuasive outline) by comparing it with the traditional outline (used for your informative speeches).
2. As an alternative outline choice for your persuasive speech. It is important to note that whichever of the two outline formats for Monroe's Motivated Sequence you select, the approach is the same; that is, first you describe the problem, then you present the solution.

Monroe's Motivated Sequence

ATTENTION

- I. Attention-getting statement
- II. Establish credibility
- III. Audience predispositions/Survey

NEED

- I. Need (state the problem)
 - A. Explanation/Example
 1. Evidence
 2. Evidence
 - B. Explanation/Example
 1. Evidence
 2. Evidence

SATISFACTION

- II. (State the solution)
 - A. Explanation/Example
 1. Evidence
 2. Evidence
 - B. Explanation/Example
 1. Evidence
 2. Evidence

VISUALIZATION

- III. (Solution benefits)
 - A. Explanation/Example
 1. Evidence
 2. Evidence
 - B. Explanation/Example
 1. Evidence/Example

Conclusion

Summary (review main points)
Clincher (Restate proposition)

Statement of Reasons

INTRODUCTION

- I. Attention-getting statement
- II. Establish credibility; Audience predispositions/Survey* (Need for listening)
- III. State proposition (Thesis)
 - A. Preview main point I
 - B. Preview main point II
 - C. Preview main point III

BODY

- I. Main point
 - A. Explanation/Example
 1. Evidence
 2. Evidence
 - B. Explanation/Example
 1. Evidence
 2. Evidence
- II. Main Point
 - A. Explanation/Example
 1. Evidence
 2. Evidence
 - B. Explanation/Example
 1. Evidence
 2. Evidence
- III. Main Point
 - A. Explanation/Example
 1. Evidence
 2. Evidence
 - B. Explanation/Example
 1. Evidence
 2. Evidence etc.

AGNES SCOTT