

## Sample Informative Speech Outline

STUDENT'S NAME: Sally Sophomore  
SUBJECT: The Life and Times of the Soap Opera  
GENERAL PURPOSE: To inform  
SPECIFIC PURPOSE: To inform the audience how soap operas came about, who watches them and why, and what kind of material soaps contain.

### SUPPORTING MATERIALS:

#### 1. Documented Sources:

1. Brooks, Alison. "Gossip on the Grand Scale." *New Scientist*. 31 Feb 19???: 41.
2. Buckman, Peter. *All For Love*. New Faux City: Pseudo, 19??. 1-13.
3. Cassata, Mary B. *Life on Daytime Television*. Los Mythos: Fake, 19??. xv.
4. Matelski, Marilyn J. *The Soap Opera Evolution*. Atlantis: Unreal, 19??. 44-5.
5. Williams, Carol T. "The Oral Culture of an Electronic Age." *Phi Kappa Phi Journal* 31 Feb 19??: 18-21.

#### 2. Visual aid: Television and telephone

## Outline

### Introduction

#### I. Attention-Getting device:

(I will turn off the television and call my friend.) "Girl, can you believe that?! I know! No, it's his evil twin! I'm serious! She's having his baby! No, not Shane, Jack! I know, I can't believe Bill got shot either! I thought it was John who was suppose to die. Well, I'm sure he'll be alive again in a month or so! Girl, I've got to call Rob and see if he saw it, but same time tomorrow, okay!"

Sound familiar? Now is the time for "Confessions of a Soap Opera Junkie!" I know there are more of you out there than want to admit! So it's time to 'fess up!

#### II. Preview:

Men, women, and even children of all ages have made daytime TV, or soap operas, where the true money is in television, simply because they cannot resist the incredible stories that soaps bring to us each day. That's why I'd like to focus on Soap Operas today.

FIRST, I'd like to share with you the origins of this unique form of entertainment. THEN, I'd like to describe the audiences which soaps are able to attract. And then FINALLY, I'd like to share with you a few common criticisms of the "daytime drama" format.

## Body

- I. Soap operas began around the 1930s as radio serials in America.
  - A. For the first ten years, the BBC offered only 20% entertainment and 80% talks, classical music, and serious drama on the radio.
    1. Most listeners wanted more entertainment.
    2. The director of the BBC, John Reith, felt that he needed to serve the "public interest" and that soap operas were not only not in the public interest but were tasteless.
  - B. John Reith soon was gone, and the people got what they wanted -- more entertainment.
  - C. No one really knows who came up with the phrase "soap opera," but there are several reasons why this term was created.
    1. The term "soap" came from the soap manufacturers Proctor & Gamble, who sponsored nearly 20 radio serials in America around the 1930s.
    2. The term "opera" probably came from the opera-like melodrama and romance in the radio serials.
- II. As I mentioned earlier, people of every age, race, sex, and nationality watch soap operas.
  - A. Most people won't admit to watching them because, as Peter Buckman, author of *All For Love*, said, "Soap opera is like sex outside of the marriage: many have tried it, but most are ashamed of being caught."
  - B. Most soap opera viewers start watching as children with their families.
    1. I remember watching *Days of Our Lives* and *Another World* with my grandmother during the summers and on holidays when I was a little girl, and I still watch *Days of Our Lives* to this day.
    2. Many people that I have talked to started watching soap operas when they were children
  - C. I have read that people in the United Kingdom would probably prefer to gossip about characters in the soaps than about their own acquaintances.
  - D. A poll in the 1980s showed the different types of people that watch the different soap operas.
    1. Most of those watching *All My Children* include college-aged men and women and those ages 21-40.
    2. Most of those watching *Days of Our Lives* include male college students and females ages 41-60.
    3. *General Hospital* attracts viewers from ages 11 to 60, or all age groups.
    4. *One Life to Live* is very popular among men ages 18 to 35.
- III. Of course, there are several criticisms of soap operas.
  - A. They are criticized for focusing too much on female audiences.
    1. In the poll that I mentioned earlier, men were included in most of those who view soap operas regularly.
    2. The myth that soap operas are just for women faded in the 1980s as the male audiences "came out" of their shells.
  - B. They are accused of condoning premarital sex, unprotected sex, and

adultery.

1. A poll was done by Beth Olson on such matters and printed in the Mass Communication Review of 1994.
2. The hypotheses tested, such as that soap opera viewers tend to ignore the need for contraception, indicate less need for prevention of STD's, believe that engaging in sexual behavior is not risky, and are more likely to commit adultery, could not be strongly supported.

## Conclusion

### I. Summary:

The true fact of the matter is that the addicted soap opera viewers of the world watch simply for the entertainment. We don't take it seriously; it's just a break from the norm. For an hour everyday we can get lost in those fairy-tale suspenseful lives of the soap charcters and we can have a permanent topic of conversation and gossip! They have been proven not to affect the way we feel about sexual matters and to attract all types of viewers. So... what's the big deal? We can start a support group if necessary!

### II. Concluding device:

So come out of the closet. There's nothing wrong with watching soap operas. In fact, it might even be good for you. There's got to be some good reason why daytime TV is more often viewed than primetime. I think that the reason soap operas are so popular can be summed up in these few words that Carol Williams used to describe them: "amorphous, unset, unsettled from the status quo, unsettling, personal, without canonical meaning, good and bad at once, unfinished, and always open."

STUDENT'S NAME: Ken Willis  
SUBJECT: Recycling  
GENERAL PURPOSE: To persuade  
SPECIFIC PURPOSE: To persuade the audience to become more active environmentalists. Specifically, to convince the audience to begin recycling household products and buying recycled goods.

#### SUPPORTING MATERIALS:

##### 1. Documented Sources:

1. Corson, Walter H., ed. The Global Ecology Handbook: What You Can Do About the Environmental Crisis. New Faux City: Pseudo, 19???. I-7, II-188.
2. Lund, Herbert F. The McGraw-Hill Recycling Handbook. New York: McGraw-Hill, 1993.
3. Skorupa, Joe. "Renewable Resources." Popular Mechanics. July 1995: 391-403.
4. Steger, Will and Jon Bowermaster. Saving the Earth: A Citizen's Guide to Environmental Action. Atlantis: Unreal, 19???. 215, 220.

2. Visual aid – Transparency with a cartoon. Object -- trash bag with typical recyclables.

## Outline

### Introduction:

#### I. Attention-getting device:

"DID YOU TAKE OUT THE TRASH?" How many times have our parents asked us that question? Probably more than most of us care to remember. Well, one day many of you will have children and most of the basics of parenting will remain the same. However, one may be changing. Instead of asking if your "little angel" took out the trash, you will probably be asking if he or she sorted the trash. [Monroe's Motivated Sequence - Attention Step]

#### II. Preview:

If you are wondering what I mean by sort the trash, listen to these staggering environmental statistics: In one year, the United States produces 160 million tons of garbage, and that only includes what is legally dumped. Really, how much in 160M tons? It's enough metal to build two million automobiles, enough wood to construct a million homes, enough paper to publish all the daily newspapers in the country, enough aluminum to rebuild the entire American air fleet 71 times, and would fill 11 million garbage trucks.

Trash. We're drowning in it. Unless Americans take a more responsible role in recycling today, we are going to all be dead tomorrow! So, sort your trash. It is easy to recycle most household products and it will only take a little of your time.

## Body

- I. Recycling is an idea whose time has come. Although it may seem to you that everyone recycles, we don't! People feel it is time consuming and a hassle. However, it is actually very easy and necessary. [Monroe's Motivated Sequence - Need Step]
  - A. Recycling has become necessary because landfills are rapidly being closed and are causing increasingly more damage to the environment.
    1. Landfills have decreased in number from 20,000 in 1978 to 3,000 in 1990.
    2. Landfills cause serious air and water pollution.
      - a. A large landfill near Miami, FL has polluted a nearby lake to the extent that fish no longer live there.
      - b. Decomposition of waste in landfills releases methane which can kill vegetation as well as increase the spread of diseases such as hepatitis.
    3. To manage the growing volume of solid waste it is necessary to turn to alternative methods such as recycling.
  - B. Americans do not do their share in recycling.
    1. Recycling saves energy and reduces pollution. However, the United States recycles only about 11 percent of its waste.
    2. Japan recycles nearly 50 percent of its consumer waste.
    3. Recycling is required in only 15 percent of American communities. And although about 42 percent of Americans say they recycle, only a small percentage said that waste disposal was a major national concern.
  - C. Americans have the NIMBY (Not In My Back Yard) philosophy.
- II. Most everything in a trash bag can be reclaimed through recycling. [Monroe's Sequence -- Satisfaction Step]
  - A. Paper constitutes the largest portion of recycled material.
    1. Worldwide newspaper makes up approximately 10 percent of solid waste.
    2. Paper is the most widely recycled material.
    3. USA Today is printed on 100 percent virgin material due to the quality needs for color printing. It is important to recycle these types of newspapers.
  - B. Plastic recycling is a relatively new idea
    1. Approximately 20 percent of plastic is recycled.
    2. The major problem with plastic recycling is that there are more than fifty types of plastic in use.
    3. EPA estimates predict that the volume of plastic waste will double by

2009. Much of this waste is polystyrene, which takes thousands of years to degrade -- if it biodegrades then.

- C. Aluminum recycling is the most successful.
  - 1. 54 percent of aluminum was recycled in 1984. Environmental reawakening has helped to increase that number since then.
  - 2. Other metals can be recycled as well. If a magnet will not stick to the metal, most likely it can be recycled.

III. Recycling can be an aid to the world's mountains of trash. [Monroe's Motivated Sequence - Visualization Step]

- A. If the world community send less trash to the landfill, the closing of a landfill will not be a crisis.
  - 1. J. Winston Porter, an administrator for the EPA, said "It is in recycling that I see the most early promise for improved solid waste management."
  - 2. Recycling will decrease drinking water and air pollution.
  - 3. Will Steger, author of Saving the Earth, says "'There will always be another landfill' cannot be the words we live by. The time for the shift from a throwaway society to conserving society has arrived."

IV. It is necessary to be a wise consumer and determine what products you buy will help not hurt the environment. [Monroe's Motivated Sequence - Action Step]

- A. Recycle when you shop
- B. As a consumer it is important to purchase recycled goods.
  - 1. Outdoor sportswear is now being made from 25 percent recycled plastic. Manufacturers such as L.L. Bean, Patagonia, JanSport, and others are using recycled soda bottles for fiber in sweaters and pullovers.
  - 2. Recycled goods are usually not any more expensive than non-recycled products.
  - 3. Learn what is recyclable and what is not.

## Conclusion

I. Summary:

It seems that recycling is becoming the wave of the future. It is so easy to recycle household goods and takes so little time. If you live in the dorms, you have the opportunity to recycle. Natalie Heady, president of UTM's Project Recycle, says that "On campus, it is extremely easy to recycle. Just look for the blue bins and trash cans. Sort the trash in your room and it will only be a short walk to your trash room to leave your recyclables."

II. Concluding device:

Remember, we've reached the second millenium. Recycling isn't just for hippies -- it is for everyone who is interested in living in a clean environment.

STUDENT'S NAME: Sally Engle  
TOPIC: Industrial Hemp  
GENERAL PURPOSE: To persuade  
SPECIFIC PURPOSES: To persuade my audience to consider hemp as a natural resource to be cultivated. Secondly to inform my audience about hemp's other uses.  
CENTRAL IDEA: Industrial hemp is very different than marijuana and has many benefits and uses.

#### SUPPORTING MATERIALS:

1. Sources:
  1. Javna, John. 50 Simple Things Kinds can Do to Save the Earth. Kansas City: Andrews and McMeel, 1990.
  2. Pederson, Anne. The Kids' Environment Book. Santa Fe, NM: John Muir, 1991.
  3. The Hemp Revolution. Dir. Anthony Clarke. Narr. Anthony Clarke. Tara Entertainment, 1996.
  4. Hemp.Com Inc. "Hemp 101." 22 Jan 2000  
<<http://www.hemp.com/Information/QuickFacts.asp>>.
2. Visual Aids: Books, poster and clothes
3. Testimony: William Conde, Dr. Andrew Katelaris

## Outline

### Introduction

#### I. Attention Getting Device:

(hold up poster) This is not about drugs! (turn poster over) This is about hemp and all of its uses. [Monroe's Motivated Sequence - ATTENTION]

#### II. Preview:

Today, I am going to give you a few good reasons that will explain why you should vote for the legalization of industrial hemp when you are given the chance.

### Body

- I. Imagine what this world is going to be like in about fifty years. What do you see? I cannot imagine that it is a pretty picture. Considering the speed at which we are burning fossil fuels, cutting down trees and polluting our water with pesticides and other junk, I am glad that my years left on this earth would be few at the point. [Monroe's Motivated Sequence - NEED] Where will we turn when the trees

are all gone? What will we drink when the water is unsafe for consumption, even after boiling it first?

II. Is there anything that can replace all of these resources? [Monroe's Motivated Sequence - SATISFACTION]

- A. Using Hemp could replace the need to cut down trees.
1. Anything that can be made out of wood or plastic can be made from hemp.
  2. One acre of hemp produces as much paper as 4.1 acres of trees.
  3. The first paper was made from hemp.
  4. When using hemp for paper, only the stalk is needed. The flowers and leaves are returned to the earth. This takes away from the need to spread fertilizer.
  5. William Conde of Conde's Redwood Lumber supports hemp over trees saying, "hemp is a superior fiber to tree fiber." He also states that "We envision hemp as being a complete new wave of the industrial revolution."
  6. Trees are needed to put oxygen into the air and to take out carbon dioxide.
  7. According to 50 Simple Things Kids Can Do to Save the Earth the average American uses seven trees a year. That is over 1.5 billion trees per year.
- B. Why is hemp better than cotton?
1. Hemp is nature's longest, strongest, most durable fiber. As a fabric it is softer, more insulating, more absorbent, more breathable and longer lasting than cotton.
  2. Dr. Andrew Katelaris of Biological Products states that "per acre hemp outproduces cotton by 200%."
  3. Cotton is the leading user of pesticides. It accounts for 60% of the pesticides used each year.
  4. Hemp uses almost no pesticides and fertilizers; those two things are the number one pollutants in ground water.
  5. Cotton rags and paper take six months to biodegrade.
- C. Hemp is already being considered in some places.
1. France grows hemp for commercial use. It is almost drug free. It is used mostly for paper.
  2. Australia is using an experimental drug free strand of hemp.
  3. The United Kingdom legalized commercial use of hemp in 1993.
  4. In January 1996, the American Farm Bureau Federation, more than 4.6 million members strong, unanimously endorsed the researching and growing of industrial hemp.
- D. Hemp also has other uses.
1. Hemp could replace our dependency on fossil fuels.
  2. Hemp oil is edible and contains fatty acids that are essential.
  3. Hemp oil can be used for a variety of medical uses: immune system, luster for skin, hair and eyes, transfer of oxygen from lungs to cells,

strengthen cardiovascular system and helps to clean arteries.

E. More interesting hemp facts!

1. According to Hemp.Com, "To 'get high' from hemp, an individual would have to smoke a joint the size of a telephone pole in a single sitting, this is humanly impossible."
2. It has been cultivated since 2800 BC.
3. From fifth century BC until the late nineteenth century, 90% of all ship sails were made from hemp.
4. Dr. Andrew Katelaris said, "Original Levi jeans were made from recycled sow cloth, which was made from hemp fiber."

Conclusion

I. Summary:

Today I have shared many ways that hemp could help our environment and industry. I also told you some other interesting facts about hemp's history.

II. Concluding Device:

Go back and imagine once again what the earth will be like in 50 years if we converted to using hemp. The air sure would smell clean. The water would be safe to drink. [Monroe's Motivated Sequence - VISUALIZATION] Someday this knowledge hopefully will remind you to vote for legalizing industrial hemp when the chance presents itself. [Monroe's Motivated Sequence - ACTION] Think of it this way: (hold up book) This book has fifty things a kid can do to save the planet. I'm only asking you to think about one.