



Once you select a Topic

You can Begin Formulating a
Specific Purpose

Formulating the Specific Purpose Statement

Write the Specific Purpose Statement as a Full Infinitive Phrase, Not as a Fragment

Ineffective:

Supporting Your Ideas

More Effective:

I will inform my audience about the three major types of supporting materials used to support a speech.

Ineffective:

Analyzing the Audience

More Effective:

I will inform my audience of the major factors to consider when analyzing an audience prior to a presentation.

Formulating the Specific Purpose Statement

**Express the Specific Purpose as a Statement
Not as A Question**

Ineffective:

What is Good Delivery?

More Effective:

I will inform my audience about the methods of delivery, a speaker's voice, nonverbal communication, and practice that goes into a good delivery style.

Formulating the Specific Purpose Statement

Avoid Figurative Language in the Specific Purpose Statement

Ineffective:

I will tell my audience that the college's plan to reduce the number of campus parking spaces assigned to students is a real bummer.

More Effective:

I will inform my audience about Maui Community College's plan to reduce the number of campus parking spaces assigned to students.

Formulating the Specific Purpose Statement

Limit the Specific Purpose Statement to One Distinct Idea

Ineffective:

I will inform my audience about the federal government proposals to ban all cigarette advertising and to prohibit smoking around all college campus buildings.

More Effective:

I will inform my audience about the federal government proposal to ban all cigarette advertising.

Or,

More Effective:

I will inform my audience about the federal government proposal to prohibit smoking around all college campus buildings.

Formulating the Specific Purpose Statement

Make Sure the Specific Purpose Is Not Too Vague or General

Ineffective: To inform my audience about the Civil War.

More Effective: I will inform my audience about the role of African-American soldiers in the Civil War.

Ineffective: I will inform my audience how the federal budget deficit could be reduced.

More Effective: I will inform my audience how a national sales tax could be instituted to help reduce the federal budget deficit.

Phrasing the Central Idea

State the Central Idea as a Full Sentence

Ineffective:

Problems of fad diets.

More Effective:

Although fad diets produce quick weight loss, they can lead to serious health problems by creating deficiencies in vitamins and minerals and by breaking down muscle tissue as well as fat.

Ineffective:

Uses of the laser.

More Effective:

The laser is a highly versatile device with important uses in many areas, including medicine, industry, telecommunications, and art.

Phrasing the Central Idea

Phrasing the Central Idea as a Statement, Not as a Question

Ineffective:

How does indoor soccer differ from outdoor soccer?

More Effective:

Played on a smaller, enclosed field that resembles a hockey rink with artificial turf, indoor soccer involves faster action, more scoring, and different strategies than outdoor soccer.

Phrasing the Central Idea

Avoid Figurative Language in the Central Idea

Ineffective:

Mexico's Yucatán peninsula is an awesome place for a vacation.

More Effective:

Mexico's Yucatán peninsula has many attractions for vacationers, including a warm climate, excellent food, and extensive Mayan ruins.

Identify the problem with each specific purpose statement below and revise it:

- a. To inform my audience how to make perfect popcorn every time. (trivial)**
- b. What is attention deficit disorder?
(no questions)**
- c. To inform my audience why square grooves are superior to U-shaped grooves on golf clubs. (persuasive)**

Identify the problem with each specific purpose statement below and revise it:

- a. **To inform my audience about Japan.
(what about Japan?)**

- b. **Learn CPR. (what will the speaker
inform the audience about CPR?)**

- c. **Why is body art so popular today?
(no questions)**

Supply the specific purpose, and central idea for a speech with the following main points:

Specific Purpose:

Central Idea:

- 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.

ANSWER:

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

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

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.

Supply the specific purpose, and main points for a speech with the following central idea:

Specific Purpose:

Central Idea: The four stages of alcoholism are the warning stage, the danger stage, the crucial stage, and the chronic stage.

Main Points: I.
 II.
 III.
 IV.

ANSWER:

Specific Purpose: I will inform my audience of the four stages of alcoholism.

Central Idea: The four stages of alcoholism are the warning stage, the danger stage, the crucial stage, and the chronic stage.

- Main Points:
- I. The first stage of alcoholism is the warning stage.
 - II. The second stage of alcoholism is the danger stage.
 - III. The third stage of alcoholism is the crucial stage.
 - IV. The fourth stage of alcoholism is the chronic stage.

Supply the specific purpose, and main points for a speech with the following central idea:

Specific Purpose:

Central Idea: The pyramids of ancient Egypt had three major uses - as tombs for the burial of monarchs, as temples for worshipping the gods, and as observatories for studying the stars and the planets.

Main Points: I.
 II.
 III.

ANSWER:

Specific Purpose: I will inform my audience of the three major uses of the pyramids of ancient Egypt.

Central Idea: The pyramids of ancient Egypt had three major uses - as tombs for the burial of monarchs, as temples for worshipping the gods, and as observatories for studying the stars and the planets.

- Main Points:
- I. The first major use of the pyramids of ancient Egypt was as tombs for the burial of monarchs.
 - II. The second major use of the pyramids of ancient Egypt was as temples for worshipping the gods.
 - III. The third major use of the pyramids of ancient Egypt was as observatories for studying the stars and the planets.

Supply the specific purpose, and main points for a speech with the following central idea:

Specific Purpose:

Central Idea: Handwriting analysts try to determine personality traits by examining the consistency, angularity, and size of a person's writing.

Main Points: I.
II.
III.

ANSWER:

Specific Purpose: I will inform my audience how handwriting analysts try to determine personality traits by examining a person's handwriting.

Central Idea: Handwriting analysts try to determine personality traits by examining the consistency, angularity, and size of a person's handwriting.

- Main Points:
- I. Handwriting analysts try to determine personality traits by examining the consistency of a person's handwriting.
 - II. Handwriting analysts try to determine personality traits by examining the angularity of a person's handwriting.
 - III. Handwriting analysts try to determine personality traits by examining the size of a person's handwriting.