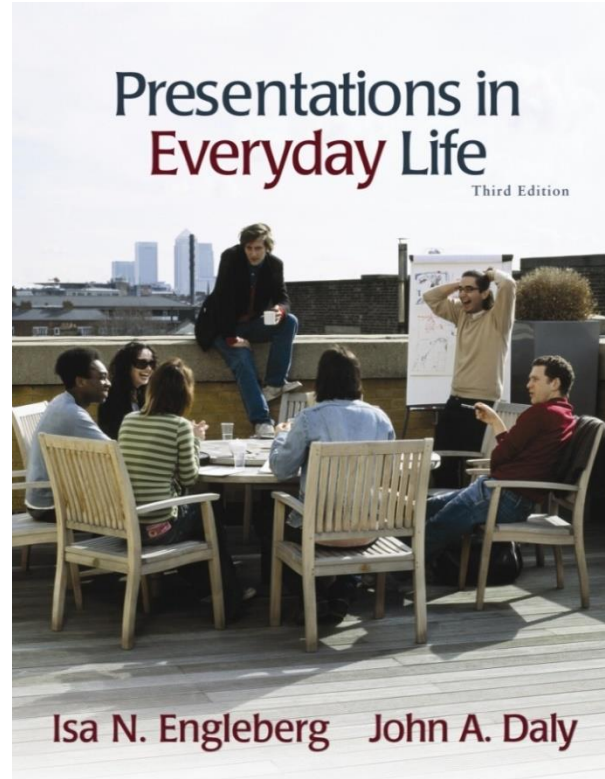


Chapter 4: Purpose and Topic



This multimedia product and its contents are protected under copyright law. The following are prohibited by law:

- any public performance or display, including transmission of any image over a network;
- preparation of any derivative work, including the extraction, in whole or in part, of any images;
- any rental, lease, or lending of the program.

Chapter 4: Purpose and Topic



Purpose Before Topic

Developing a Purpose Statement

General Presentation Goals

Choosing and Narrowing a Topic

Purpose vs. Topic

What is the difference between a presentation's **Purpose** and **Topic**?

Which answers *why*?

Which answers *what*?

Public and Private Purposes

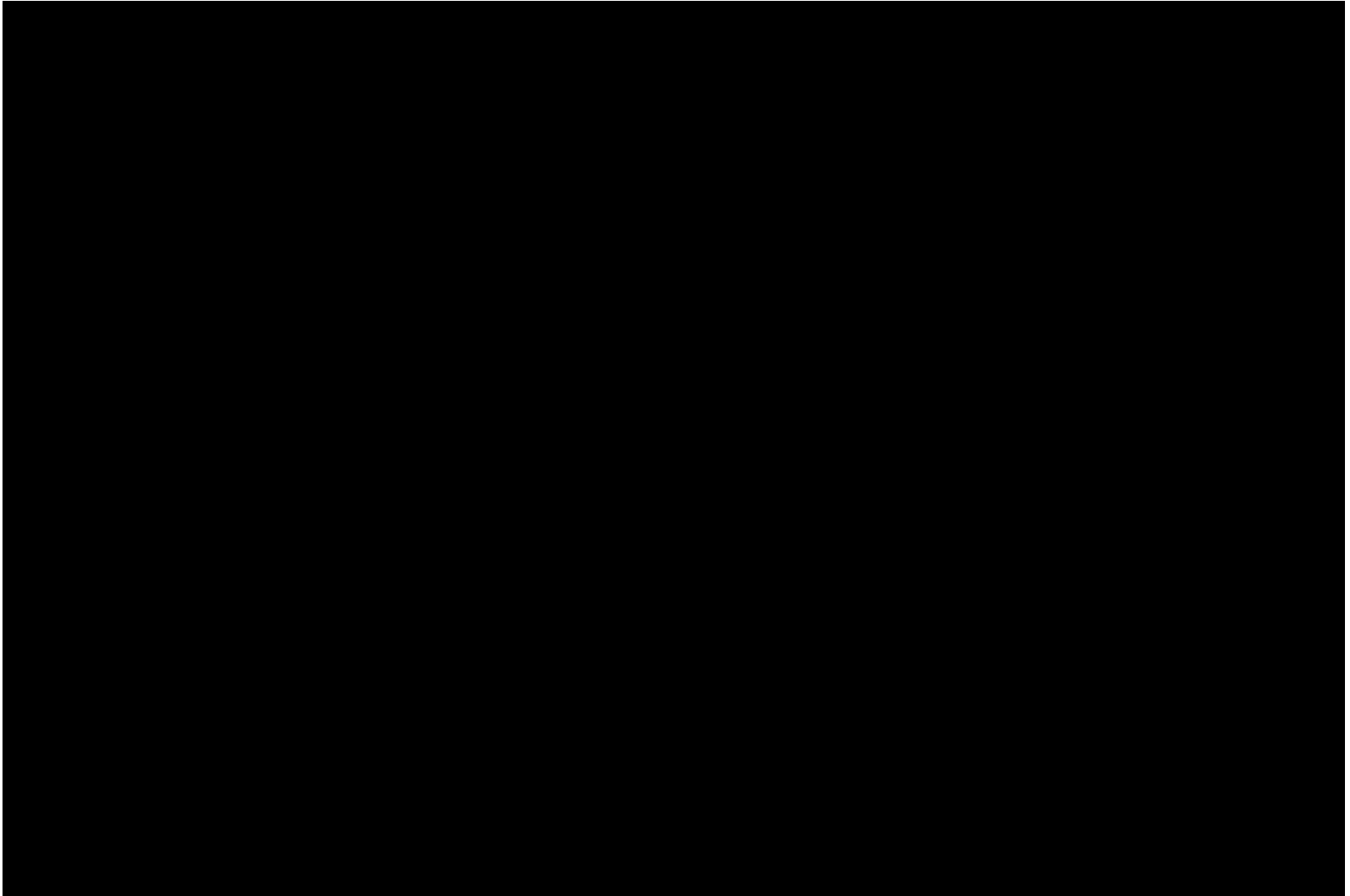
- What is the difference between a speaker's **public** purpose and a **private** purpose?
- Is it ethical to have a private purpose?

Your Purpose Statement

- Your **purpose statement** clearly declares the overall goal of your presentation.
- Effective purpose statements are:
 - Specific
 - Achievable
 - Relevant

Purpose 2.0: Using a Catalyzing Statement to Transform Your Future: Rick Sapio

https://www.youtube.com/watch?v=v70XLERDX_M



Effective Purpose Statements

A. Specific

Example: Eat smarter so you'll be healthier, happier, and more productive.

B. Achievable

Example: Research identifies four foods that promote better health.

C. Relevant

Example: Begin the task of making eating healthier a lifelong habit.

Write a Purpose Statement

Write an effective purpose statement that incorporates the following goals:

- Eat healthier foods on a regular basis.
- Eat the four foods that promote better health.
- Eat smarter and you'll be healthier, happier, and more energetic.

Purpose Statement: _____

Matching Question

- A. Informative ___ To change audience behavior
- B. Persuasive ___ To create social unity, motivate, excite
- C. Entertainment ___ To interest, divert, please
- D. Inspirational ___ To instruct, clarify, demonstrate, explain

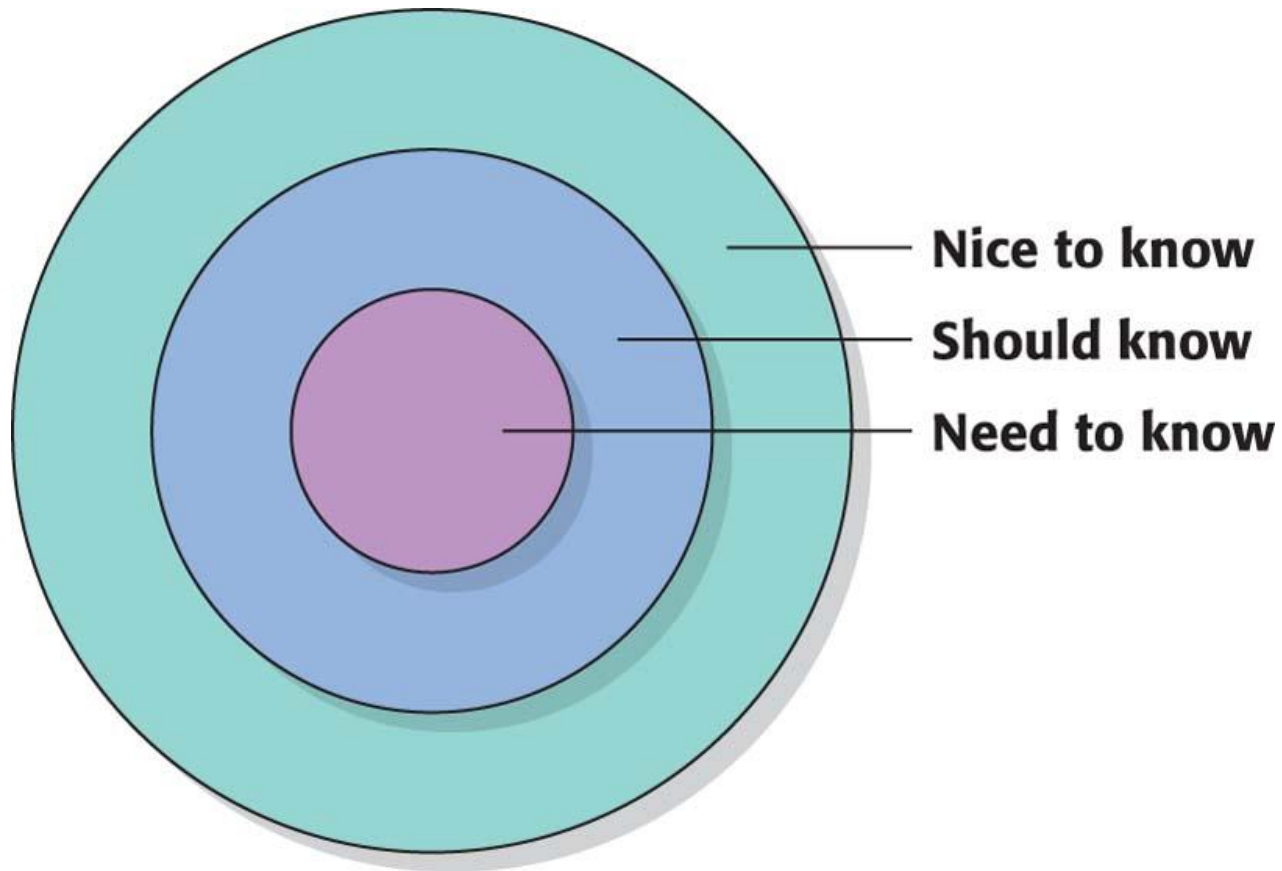
Informative and/or Persuasive?

- Understanding Darwin's theory of evolution
- The Big Bang Theory is the best explanation for the creation of the universe.
- Explaining why broccoli, salmon, and flax seed are recommended for a healthy diet
- Eat broccoli!
- How to apply Maslow's Hierarchy of Needs to persuasive speaking

Narrow These Topics

- Tornados
- Mexico
- Car Theft
- Buddhism
- Diamonds
- Prescription Drugs

What Do Audience Members *Really* Need to Know?



An Alpha List of Topic Options

What topics do the following words suggest to you?

Agriculture

Automobiles

Education

Home and Garden

Money

Music

Parenting

Sports

Religion

Teenagers