SAMPLE OUTLINE GUIDELINES
COMMUNICATION 140—PUBLIC PRESENTATIONS

MR. POCOCK

OBJECTIVES:
1. To quickly identify succinct messages and key points;
2. To adapt learning to a public presentations format;
3. To practice critical writing skills.

LENGTH:
Print and complete the two-page Sample Outline Reporting Form, which follows at the end of this document. Attach a copy of the article you used for this assignment to your completed form.

PROCEDURES:
1. Find an article with a strong, attention grabbing headline. Finding a good article is the hardest part of this assignment. Invest the necessary to find an appropriate article and the rest of the assignment will be easier.
2. Print both pages of the Sample Outline Reporting Form and fill it out.
3. Complete the basic information: Topic, General Purpose, Specific Purpose and Central Idea. If you’ve found a good article, you should be able to use the exact same wording from the article. Just copy it to the form. Don’t overthink this assignment or make it harder than it need be!
4. What’s the attention-grabbing introduction? Again, you should be able to copy it verbatim. However, if there isn’t one, write your own.
4. Identify the technique used for the attention-grabbing introduction you copies over or created. Some (not all!!) techniques are listed on the form to help you.
5. What’s the article’s central idea? Again, you should be able to copy these verbatim from the article. It might be identical to or very similar to what you wrote above as the “Central Idea.”
6. What are the key points that support that central idea? Again, you should be able to copy these verbatim from the article. If the article did not write the key points in parallel construction, edit the key points so they are parallel. If it’s difficult to identify the key points, you probably selected a poor article for this assignment. Start over!
7. Identify the technique used that make the key points parallel. Some (not all!!) techniques are listed on the form to help you.
8. What’s the conclusion? In the best-case scenario, you should be able to copy the conclusion verbatim from the article. But if no conclusion exists, create one.
9. Identify the technique used for the conclusion. Some (not all!) techniques are listed on the form to help you.
10. Staple the article you used to complete this assignment to the Sample Outline Reporting Form and turn it in as identified on the Course Syllabus.

DEADLINES:
Up to three (3) Sample Outlines are due as scheduled on the Course Syllabus. Mr. P will let you know once you have fulfilled this requirement.

-end-

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SAMPLE OUTLINE REPORTING FORM

NAME: _______________________

COMMUNICATION 140 - PUBLIC PRESENTATIONS

DATE: _______________________

Topic: ____________________________________________________________

Audience: __________________________________________________________

General Purpose: □ Inform □ Persuade □ Entertain

Specific Purpose: By the end of my presentation, the audience will…______________

Central Idea: _________________________________________________________

Conclusion/Call to Action: ______________________________________________

INTRODUCTION:
I. What is (or could be) the attention-grabbing introduction?

What technique did (or could) this introduction employ (asked a rhetorical question, stated a startling statistic, told a story, used humor, read a quote, etc.)?

II. What is the central idea (thesis statement)? (This should be stated in ≤12 words.)

BODY:
III. What are the key points? (Each point should be stated in ≤8 words and parallel in structure. Using good outline form, each key point would have its own Roman numeral.)

IV.?

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-MORE-
SAMPLE OUTLINE REPORTING FORM
PAGE TWO

V.?

VI.?

What technique is used that makes these key points consistent and parallel in structure? If the key points in the article aren't parallel, edit them so they are. (Techniques could include: They are all questions. They are all nouns. They each start with an action verb. Each one begins with a vivid adjective. Etc.)

CONCLUSION:
VII.?

VIII.?

What technique did (or could) this conclusion employ? (Does it summarize the key points? Issue a challenge? Inspire? Return to the technique used in the introduction such as a quote or use of humor or completing the story?)

-END-