

PERSUASION SPEECH OUTLINE

- I. Introduction
- A. Hook- Get audience attention
 - B. Ethos Connection- Why are you a credible speaker on this topic? What is your connection?
 - C. Definition- Optional, if you need it
 - D. Thesis and Explain your main points
 - 1. Point #1
 - 2. Point #2
 - 3. Point #3

Transition to Body _____

- II. Body of Speech- Your Evidence to Support the Thesis
- A. Point #1
 - 1. Supporting Evidence
 - 2. Supporting Evidence
 - B. Point #2
 - 1. Supporting Evidence
 - 2. Supporting Evidence
 - C. Point #3
 - 1. Supporting Evidence
 - 2. Supporting Evidence

Transition to Conclusion _____

- III. Conclusion
- A. Summarize your main points
 - B. Clincher- Restate your thesis in a convincing way and tie it together with your Hook.

Sources Cited in MLA format- at least 3

Speech Outline Example for Racial Profiling Topic

- I. Introduction
- A. Hook- Say pledge of allegiance. Explain how we don't have "liberty and justice for all."
 - B. Tell my story. This has happened to me, and I've done a lot of research about it for this speech.
 - C. Definition-
 - 1. According to the American Civil Liberties Union, "Racial Profiling" = suspect people for a crime because of race, background, religion
 - 2. In plain language you could be suspected of a crime because of your color, country, religion.
 - D. Proposition- Racial profiling is wrong and it should end in the U.S.
 - E. Review of main points
 - 1. It happens everywhere in the U.S.
 - 2. There is a better way to catch criminals.
 - 3. America would be a better place without it.

Transition: Besides my personal story, there are a lot of reasons why racial profiling is bad for the U.S.

II. Body

- A. It happens all over the U.S.
1. Temple U. Professor of Psychology, John Lambeth, Afr-Ams 5 times more likely to be stopped on the highway.
 2. In Maryland, 71% of people stopped and searched are African American
 3. Joseph McNamara, former police chief of San Jose, CA said, “Unfortunately, police are more suspicious of people with color...Police are under pressure to produce good arrest statistics, thus they are tempted to cut corners by employing racial profiling.”
- B. It is wrong.
1. People afraid of police. Friend of my family stopped by police when driving and the officer said, “We thought you were someone else. Sorry about that.” Friend was mad, but the police have weapons. He didn’t complain.
 2. People lose confidence in the police. Statistical Assessment Service, a nonprofit research organization, “most blacks who are stopped on suspicion will be innocent people. And the more innocent people within a given group who are treated as suspect the more all members of the group will suspect discriminatory motives on the part of the police.”
 3. Most parents teach their kids that the police will help them. When you know the facts how can we believe this?
 4. If you experience hate. If you experience suspicion. If you experience harassment all the time, you will feel hate, suspicion and want to harass the police yourself.
- C. How to catch criminals in a different way.
1. Hire more non-white officers. John Donohue of Stanford Law School, and Steven Levitt of the University of Chicago wrote, “The higher the share of police officers of a particular race in a neighborhood dominated by the same race, the lower number of arrests in the neighborhood.”
 2. Diversity training. George Rice, a drug enforcement agent working on community policing said, ““For law enforcement personnel, training and experience are crucial...Like everyone else, police must unlearn this bias and judge people based on their actions alone.”
 3. Do unto others as you would have them do unto you. If the police followed this bible aphorism, they would have stronger support in all neighborhoods.

Transition: Because of my own experiences and the research I’ve done, I think there is a better way.

III. Conclusion

- A. Summary: Many experts agree that authorities would catch more bad guys, and get more support from the good guys if racial profiling was ended.
- B. Imagine what would happen if there wasn’t racial profiling. I think you would have to agree now that racial profiling is wrong, and that the U.S. should live up to its reputation for “liberty and justice for all.”

Sources Cited (shortened for space)

Correll, Joshua. “Racial Profiling Definition.” Racial Justice. *The American Civil Liberties Union*.
<http://www.aclu.org/racial-justice/racial-profiling-definition> 7 Jan. 2010.

McCorkle, Richard C. “Traffic Stop Data Collection Study.” *Nevada State Library and Archives*. 29 Jan 2003.

Smith, Eugene. Personal Interview. 2 Jan. 2010. 27