



D96 Curriculum: Topic to Speech

Module 1: Define your Speech Purpose

A speech needs a clear purpose, a target audience and intended outcome.

1.1 Write the general and specific purpose for your speech. What is your unique perspective?

1.2 Who is your audience? What value will they get from the speech?



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1.3 What is your intended outcome? How will your audience change, or what should they do?

1.4 Refine your one sentence purpose statement given your audience and intended outcome.