

Organizing Your Speech about Magazine Advertisements



- I. Who is your audience? _____
- II. What do you want the audience to know? _____
- III. What do you want the audience to think? _____
- IV. What do you want the audience to feel? _____
- V. What do you want the audience to do? _____

What facts must you tell the audience to know what you want them to know?

- a. _____
- b. _____
- c. _____
- d. _____

In what ways do your ads aid you in achieving your stated goals?

- a. _____
- b. _____
- c. _____
- d. _____

What is an effective way to organize your speech to achieve your stated goals?

- a. _____
- b. _____

What strategies could you use to introduce your speech? Circle the better one.

- a. _____
- b. _____

How can you close your speech so that the audience knows, thinks, feels, and is willing to do what you challenge them to do? Circle the better strategy.

- a. _____
- b. _____

What have you learned about advertisements from doing this analysis and speech preparation?