

Example of Speech Organisation

BASICS

Speech Theme – “Snakes” – a big topic so narrow it down to one sub-theme

Sub-theme – People’s irrational fear of snakes

Define Speech Purpose - **PERSUADE**

Define Speech Objective - Persuade audience that a fear of Australian snakes is irrational

Speech Title

“DON’T SCARE THE SNAKE!” – best titles tend to be short, on topic but convey mystery. Help the audience engage & wonder whats this about?

GRAB

This one starts with an interesting fact to set the scene– “How many snakes live in Australia? No one has ever counted them. A modest population density estimate is around 1 per hectare. That indicates there may be more than 1 billion snakes on our island continent.

These comprise 140 species of land snakes and 32 sea snakes. Many of these are venomous. How scared should we be of snakes?”

BODY

Three key points are then used to debunk the myth that we should be afraid of snakes. In outline these would be as follows:

Point 1 – Statistics demonstrate how safe we are

Illustrate point with facts <2 people die per year; only around 600 people are bitten. Many casualties arise from unwise or risky behaviour. Bites represent a miniscule proportion of man to snake encounters etc.

Point 2 - Your behaviour can minimise risks

Use examples and illustration from personal experience. Encounters possible in back yards/bush walking/camping. Simple precautions like gloves when gardening, good boots and thick socks when walking will minimise impact if a bite should occur. E.g.s Stay on track, step onto and then away from fallen logs. My innocuous encounters with Eastern Browns and Red Belly Blacks.

Point 3 - Snakes are shy and disinterested in humans

Snakes cant eat us we’re too big. Our size is very intimidating to them. They have nothing to gain from getting into a fight. Snakes will almost invariably ignore us or move away unless you give them cause to feel threatened.

Bridge (Summarise)

“In Australia, bad encounters with snakes are extremely rare and death by bite almost non-existent. Sensible behaviour and clothing means risk is absolutely negligible. Snakes are naturally shy and reclusive and a human being is big and frightening to them. So remember next time that you are out in the bush.....”

Conclusion

“DON’T YOU SCARE THE POOR SNAKE.” - Memorable because its brief and ironic turning conventional wisdom upside down.