



Beijing Foreign Studies University
教育部 - 出国人员培训部

i Based on: 《公共演讲的艺术》（第7版），乔治·L·格赖斯、约翰·F·斯金纳 著，中国人民大学出版社，2012年。

Public Speaking

Unit 3, Topic 2: Outlining

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2026



Order and simplification are the first steps toward the mastery of a subject.

—Thomas Mann

Lesson 2

01	<u>Review & Consolidation:</u> key-idea organization patterns
02	<u>Theory:</u> the functions of outlining
03	<u>Practice 1:</u> identifying scope, logic, relevance, and balance of ideas
04	<u>Theory:</u> outlining principles
05	<u>Practice 2:</u> key idea organization & outlining quiz
06	<u>Theory:</u> working outline Vs. speaking outline
07	<u>Homework:</u> preparing your speech outline



Review & Consolidation: **Key-idea Organization Patterns**

You are giving a presentation about your university's history. Your main points are: I. The founding in 1950, II. The expansion in the 1990s, III. The international growth today.

This is a _____ pattern.





Review & Consolidation: Key-idea Organization Patterns

You want to persuade classmates to join the school's running club. You first argue that students need more exercise and stress relief (Need). Then, you explain that the running club offers a fun way to meet this need (Proposal/Plan). What pattern is this?

- a) Chronological
- b) Topical
- c) Need-Plan
- d) Spatial



You are informing your class about the pros and cons of living in a dormitory versus an apartment. You list the benefits of both. Since you are not trying to persuade, this is a good use of the Pro-Con pattern.

False



True





Review & Consolidation: Key-idea Organization Patterns

To help your audience remember your points about the benefits of learning English, you organize them as:

O – Overseas study opportunities

P – Passport to better jobs

E – Enjoy international media



This speech uses the _____ pattern.

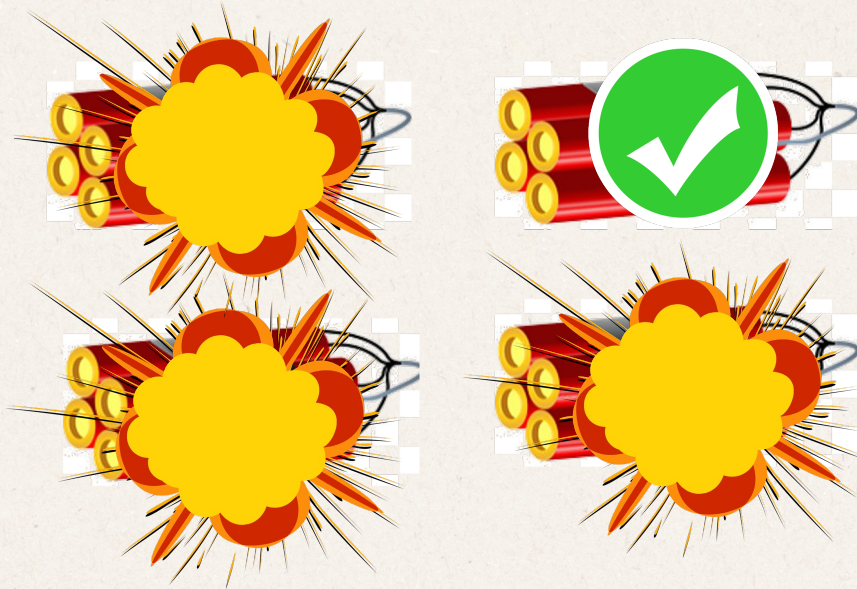


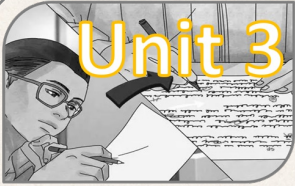


Review & Consolidation: Key-idea Organization Patterns

For a travel talk, you describe the layout of the Summer Palace by moving from the front gate, through the Long Corridor, and finally up to the top of Longevity Hill. This is a:

- a) Causal pattern
- b) Spatial pattern
- c) Topical pattern
- d) Problem-Solution pattern





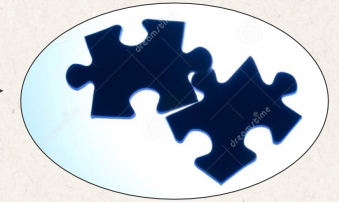
Theory: the functions of outlining

A good outline has **five jobs**:

1. It checks if you have the **right amount** of content. --->



2. It checks if the parts of your speech **connect logically**. ----->



3. It checks if your supporting ideas are **relevant**. ----->

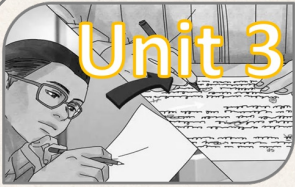


4. It checks if your speech is **balanced**. ----->



5. It can be used as **notes** when you speak. ----->





Theory: the functions of outlining

Testing the Scope of Content: An outline helps you see if your topic is too big or too small. If it is too big, you will only scratch the surface. If it is too small, you will not have enough to say.

测试内容范围: 提纲有助于判断你的选题是否过于宽泛或过于狭窄。如果选题太大, 你只能触及表面; 如果选题太小, 你又会无话可说。

The outline lets you...

- I. What is "Guochao" (国潮 / Guó Cháo)?
- A. Shift from foreign brands to domestic appreciation
 - B. Blend of traditional aesthetics with modern design
 - C. Generation Z as the driving force
 - ~~D. Major dynasties in Chinese history
 - 1. Tang Dynasty (唐朝 / Táng Cháo)
 - 2. Song Dynasty (宋朝 / Sòng Cháo)
 - 3. Ming Dynasty (明朝 / Míng Cháo)
 - 4. Qing Dynasty (清朝 / Qīng Cháo)~~
 - E. Differences between Northern and Southern Chinese cuisine
 - F. How to use chopsticks properly

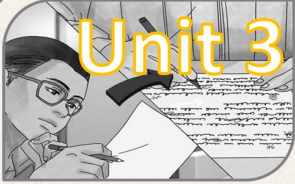
Add ideas

Remove ideas

change ideas

... so your topic is easy to manage.

- I. What is "Guochao" (国潮 / Guó Cháo)?
- A. Shift from foreign brands to domestic appreciation
 - B. Blend of traditional aesthetics with modern design
 - C. Generation Z as the driving force
 - 1. Confidence in China's global position
 - 2. Desire for products reflecting cultural identity
 - D. Preferring chinese traditional cuisine over foreign food



Theory: the functions of outlining

Testing the Logical Relation of Parts: An outline helps you check the logic of your speech. Does one idea lead to the next? Do the smaller points support the main points? To do this, you need to understand coordination and subordination.

检验各部分之间的逻辑关系：提纲有助于检验你演讲的逻辑性。一个观点能否自然过渡到下一个？分论点是否支撑了主论点？要做到这一点，你需要理解并列与递进关系。



Coordinate ideas are equally important.

- *Are my main points different enough to be separate points?*
- *Do my subordinate points really support the main ideas?*

Speech Topic: the functions of service dogs

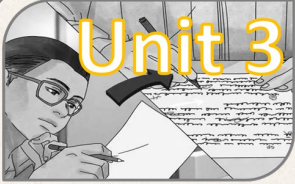
I. Search functions

- A. Narcotics detection
- B. Bomb detection
- C. Arson detection
- D. Cadaver location
- E. Disease detection

II. Protection functions

- A. Seeing-eye dogs
- B. Guard dogs
- C. Attack dogs
- D. Seizure-alert dogs





Unit 3

Theory: the functions of outlining

Testing the Relevance of Supporting Ideas: An outline helps you check if your supporting ideas are relevant. Look at this example:

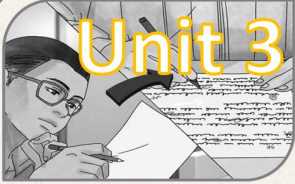
检验支撑观点的相关性：提纲有助于你检验自己的支撑观点是否切题。请看这个例子：

*Point D does not belong.
It is not a job.*

*To fix this, make point D
a new main point or
remove it.*

I. Popular part-time jobs for students

- A. Working as a campus library assistant
- B. Being a delivery person for a food delivery platform
- C. Tutoring high school students in subjects like Math or English
- ~~D. The challenge of managing time effectively~~



Theory: the functions of outlining

Checking the Balance of Speech: An outline helps you check if your speech is balanced. If one main point has five subpoints and another has only two, your speech may feel unbalanced.

检验演讲的均衡性：提纲有助于检验你的演讲结构是否均衡。如果一个主论点下有五个分论点，而另一个主论点下只有两个分论点，那么你的演讲可能会显得不够平衡。

To fix this, you can turn the subpoints into main points. For example:

✗ Unbalanced Outline (Before)

Topic: Popular Mobile Apps Among Chinese Students

I. Social Media Apps

- A. WeChat / Weixin (微信 / Wēi Xìn)
- B. QQ (QQ / QQ)
- C. Douyin (抖音 / Dǒu Yīn)
- D. Little Red Book (小红书 / Xiǎo Hóng Shū)
- E. Weibo (微博 / Wēi Bó)

II. Study Apps

- A. Pleco dictionary
- B. Quizlet flashcards

III. Entertainment Apps

- A. Bilibili (B站 / Bì Zhàn)
- B. Youku (优酷 / Yōu Kù)

✓ Balanced Outline (After)

I. Social Networking Apps

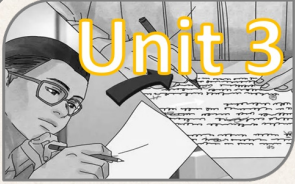
- A. WeChat / Weixin (微信 / Wēi Xìn)
- B. QQ (QQ / QQ)
- C. Weibo (微博 / Wēi Bó)

II. Short-Video & Lifestyle Apps

- A. Douyin (抖音 / Dǒu Yīn)
- B. Little Red Book (小红书 / Xiǎo Hóng Shū)

III. Study & Entertainment Apps

- A. Pleco dictionary
- B. Bilibili (B站 / Bì Zhàn) for educational content
- C. Youku (优酷 / Yōu Kù) for shows and learning



Theory: the functions of outlining

Serving as Delivery Notes: A short outline can be used as notes when you speak. This is called a *speaking outline*. It has one rule: Keep it brief. Use only key words and phrases to remind you of your points. This helps you speak naturally and **keep eye** contact with your audience.

作为演讲提示：一个简短的提纲可以作为你演讲时的提示稿。这被称为演讲提纲。它遵循一条规则：务求简短。只需使用关键词和短语来提醒你的要点。这有助于你自然地演讲，并与听众保持眼神交流。





Practice 1: identifying scope, logic, relevance, and balance of ideas

Group Work
15 mins

Speech Title: The Rise of "Guochao" (国潮 / Guó Cháo - National Trend)

Topic: The "Guochao" (国潮 / Guó Cháo) or "National Trend" is a growing cultural and economic phenomenon in China where young people are embracing and celebrating domestic brands and traditional Chinese culture in modern ways.

General Purpose: To inform

Specific Purpose: To inform my audience about the definition, causes, and expressions of the "Guochao" (国潮 / Guó Cháo) trend.



1. Listen to the speech about 国潮
2. Choose the best speech outline:





Practice 1: identifying scope, logic, relevance, and balance of ideas

Group Work
15 mins

Speech Outline A:

I. What is "Guochao" (国潮 / Guó Cháo)?

- A. Shift from foreign brands to domestic appreciation
- B. Blend of traditional aesthetics with modern design
- C. Generation Z as the driving force
 - 1. Confidence in China's global position
 - 2. Desire for products reflecting cultural identity
- D. Major dynasties in Chinese history
 - 1. Tang Dynasty (唐朝 / Táng Cháo)
 - 2. Song Dynasty (宋朝 / Sòng Cháo)
 - 3. Ming Dynasty (明朝 / Míng Cháo)
 - 4. Qing Dynasty (清朝 / Qīng Cháo)
- E. Differences between Northern and Southern Chinese cuisine
- F. How to use chopsticks properly

II. Key factors behind the rise of "Guochao" (国潮 / Guó Cháo).

- A. Improved quality and innovation of Chinese companies
 - 1. Tech leaders: Huawei, DJI
 - 2. Sportswear recognition: Li-Ning
 - 3. The Industrial Revolution in England
 - 4. Henry Ford and the assembly line
- B. Power of e-commerce and social media platforms
 - 1. Promotion through Douyin (抖音 / Dǒu Yīn) and Little Red Book (小红书 / Xiǎo Hóng Shū)
 - a. KOL introductions to millions
 - b. User communities sharing reviews
 - 2. Tips for becoming a social media influencer
 - 3. Best times to post on Weibo
- C. Dedicated sections on Taobao (淘宝 / Táo Bǎo) and Tmall (天猫 / Tiān Māo)
- D. The history of Alibaba founder Jack Ma

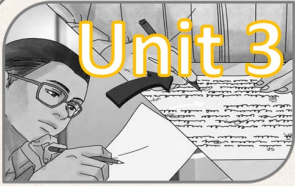
III. Expressions of "Guochao" (国潮 / Guó Cháo) across industries.

- A. Fashion and beauty: traditional patterns and crafts
 - 1. Embroidery techniques: Suzhou (苏绣 / Sū Xiù), Hunan (湘绣 / Xiāng Xiù)
 - 2. Makeup colors inspired by ancient artifacts
 - 3. How to sew your own clothes
- B. Food and beverage: reinvented traditional flavors
 - 1. Heytea (喜茶 / Xǐ Chá) drinks: hawthorn (山楂 / Shān Zhā), osmanthus (桂花 / Guì Huā)
 - 2. Moutai (茅台 / Máo Tái) liquor-infused latte
 - 3. Step-by-step guide to making dumplings
 - 4. The best restaurants in Shanghai
- C. Media and entertainment: content with traditional roots
 - 1. Animated films from ancient myths
 - 2. Documentaries on traditional crafts and cuisine
 - 3. How to learn traditional Chinese musical instruments
- D. Traditional Chinese medicine and its global popularity
 - 1. Acupuncture techniques
 - 2. Herbal remedies for common colds

IV. Comparison with trends in other countries.

- A. Japanese pride in local brands
- B. Korean Wave (Hallyu) in entertainment
- C. American nostalgia for vintage brands

Code / 代码	Meaning / 含义	When to Use / 使用时机
OS	Out of Scope	The item does not fit the overall speech topic. It makes the topic too broad or goes off on a tangent.
	超出范围	该项目不符合整个演讲主题。它使主题过于宽泛或偏离主题。
NR	Not Relevant	The item does not support the section it is under. It may belong elsewhere or not at all.
	不相关	该项目不支持其所处的部分。它可能属于其他地方或根本不属于任何地方。
NL	Not Logical	The item breaks the logical flow. It is misplaced in the hierarchy or does not connect to surrounding ideas.
	不合逻辑	该项目打破了逻辑流程。它在层级中被放错位置，或与周围的观点没有联系。
BB	Breaks Balance	The item creates imbalance. One section has too many details while others have too few.
	打破平衡	该项目造成不平衡。某个部分细节过多，而其他部分细节过少。



Theory: outlining principles

Consistency: Use the same system of numbers and letters throughout your outline.

I. Main point

A. Subpoint

1. Sub-subpoint
2. Sub-subpoint

B. Subpoint

1. Sub-subpoint
 - a. Sub-sub-subpoint
 - b. Sub-sub-subpoint

II. Main point

A. Subpoint

1. Sub-subpoint
2. Sub-subpoint

B. Subpoint

1. Sub-subpoint
 - a. Sub-sub-subpoint
 - b. Sub-sub-subpoint

- Main ideas: I, II, III
- Subpoints: A, B, C
- Supporting points: 1, 2, 3
- More details: a, b, c

✓ Good Hierarchy & Consistency

I. Physical benefits of exercise

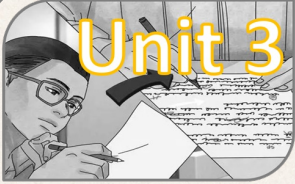
- A. Improved cardiovascular health
- B. Effective weight management
- C. Increased muscle strength

II. Mental benefits of exercise

- A. Reduced stress levels
- B. Better sleep quality
- C. Enhanced mood and focus
 - 1. Release of endorphins
 - 2. Distraction from daily worries

III. Social benefits of exercise

- A. Opportunities to meet new people
- B. Shared experiences with friends
- C. Sense of community belonging



Theory: outlining principles

Uniformity: Keep the same style throughout your outline. If you use sentences, use sentences everywhere. If you use phrases, use phrases everywhere.

Parallelism: Points of equal importance should use the same grammar.

Verb **ING** + adjective + noun (3 words)

I. Including essential information

- A. Address
- B. Career objective
- C. Educational background
- D. Employment history
- E. References

II. Omitting unnecessary information

- A. Marital status
- B. Religious denomination
- C. Political affiliation



Practice 2: Quiz



Public Speaking Course

 **Organizational patterns & Outlining functions** — 10 questions. Fill in the blanks (clue in Chinese).

1. You are giving a presentation about your university's history. Your main points are: **I. The founding in 1950, II. The expansion in the 1990s, III. The international growth today.** This is a _____ pattern.

 clue: 时间顺序的

type the pattern name

2. You want to persuade classmates to join the school's running club. You first argue that students need more exercise and stress relief (Need). Then, you explain that the running club offers a fun way to meet this need (Plan). What pattern is this?

☐ a) Chronological

☐ b) Topical

☐ c) Need-Plan

☐ d) Spatial

A graphic for Unit 3 featuring a man with glasses writing on a notepad. The text "Unit 3" is prominently displayed in large, yellow, stylized letters. In the background, there is a document with handwritten notes and a large black arrow pointing towards the right.

The Working Outline: The first step is a **working outline**. This is just a list of ideas about your topic. You get these ideas from research or brainstorming.



This outline has no numbers or letters. It is just for you. It is a record of your early thinking.



The Speaking Outline: The **speaking outline** is what you use during your speech. It is a short version of your full outline. You write it for yourself. The only rule: Keep it brief.

I. Physical benefits of exercise

- I. Physical benefits of exercise**
 - A. Improved cardiovascular health
 - B. Effective weight management
 - C. Increased muscle strength
- II. Mental benefits of exercise**
 - A. Reduced stress levels
 - B. Better sleep quality
 - C. Enhanced mood and focus
 - 1. Release of endorphins
 - 2. Distraction from daily worries

Why keep it brief? So you do not read your speech. If you use a short outline with key words, you will speak naturally and make eye contact.



Homework:

Preparing Your Speech Outline

Based on the topic you have already chosen, prepare a formal outline for your upcoming speech. Your outline should demonstrate the principles we explored in class:

根据你已经选择的演讲主题，为你即将进行的演讲准备一份正式提纲。你的提纲应展示我们在课堂上探讨的原则：

- **Scope** – appropriate amount of content
范围 – 内容量适当
- **Logic** – clear connections between ideas
逻辑 – 观点之间联系清晰
- **Relevance** – all points support their section
相关 – 所有要点支持其所属部分
- **Balance** – main points have similar development
平衡 – 主要论点发展均衡
- **Hierarchy** – proper levels of ideas
层级 – 观点层次分明
- **Parallelism** – consistent wording at the same level
平行结构 – 同级项目措辞一致

Use proper outline format with Roman numerals, capital letters, numbers, and lowercase letters where needed. Keep all items as brief phrases. Be ready to submit your outline in our next class.

使用正确的提纲格式，包括罗马数字、大写字母、阿拉伯数字和小写字母（如需要）。所有项目保持简短短语形式。下次上课时提交你的提纲。