

Public Speaking Course, Spring 2026



Student: _____ Class: _____

Unit 3: key-idea organizational division patterns

- I. Listen to Barack Obama's one-minute speech and find the **three examples** he uses in the **body** of his speech:

1. **Clear beginning (introduction)** *"Some of the most successful people in the world are the ones who've had the most failures."*

2. **Middle (body)** **Supporting Idea 1:** _____

Supporting Idea 2: _____

Supporting Idea 3: _____

3. **End (Conclusion)** *"No one's born being good at all things. You become good at things through hard work."*

- II. Watch the **one-minute speech** by Steve Jobs and **analyze the structure** he uses:

Time	Key Idea	Direct Quote / 演讲中的直接引语
I. The Past (Age 17)	He read a quote that changed his thinking.	_____ _____ _____
II. The 33 Years Since	He practiced a daily routine based on that quote.	_____ _____ _____
III. The Present and Future	He uses this tool to make big choices and offers it to the audience.	_____ _____ _____

- III. Watch the **one-minute speech** by Jack Ma and complete the table below with quotes from the speech:

Section	Key Idea	Direct Quote / 演讲中的直接引语
I. Problem	People believe tough challenges are impossible to overcome.	
II. Solution	Think differently, act differently, and accept that success requires sacrifice.	
III. Proof	Alibaba's 18-year journey shows that hard work leads to success.	

- IV. Use the following ideas to complete the **need-plan** division chart:

- *Employers should establish on-site health and fitness centers for their employees.*
- *When health promotion programs have been tried, they have reduced absenteeism, increased productivity, and capped health care costs.*
- *Employers should offer exercise programs, alcohol- and drug-awareness education, stress-management workshops, antismoking clinics, and health status testing.*
- *Employee illness results in absenteeism, lost productivity, and increased health care costs.*

Example:

• **Specific Purpose:** To persuade the audience that employers should provide health promotion programs for their employees

• **Key Ideas:**

- I. (Need) _____

- II. (Proposal) _____

- III. (Satisfaction) _____

- IV. (Implementation Plan) _____
