Campaign Speech: Outline
For this Performance Task, you are going to assume the role of a political leader/candidate or a movement leader who is running for a seat in the Philippine legislature (House of Representatives / House of Senate) in the 2016 national elections. Your initial task at this point is to prepare for a campaign speech that will place you in the most favorable light to the general electorate (peasants, urban poor, middle classes, business sector etc.) or to a wide audience.

A campaign speech is like all other writing in that it requires a beginning, middle and end. Outlining your thoughts first will help you stay on track as you write the speech and stick to an essay-like format.

TASK:
• On a 1 whole sheet of paper, outline, in bullet form, your main talking points for your campaign speech which will be delivered in 2-3 minutes.
• As you outline your speech, remember that you must focus on your vision for the Philippines, and how you would appeal to the various sectors of the audience to win popular support.
• Your outline should be broad enough to allow you to highlight just the main ideas of your speech but specific enough to give yourself and your teacher an idea of the content of the speech.
• Follow this format for your outline. All headings (in bold) must be present:

I. Introduction
Tell your audience who you are and what has compelled you to run.

A. Opening statement (briefly introduce yourself, and what you are running for)
   - Introduce yourself. Tell the people who you are in the most concise way without overwhelming them with your resume. Focus on those credentials that support you in being qualified and the best candidate for the office you seek.

B. Thesis Statement (what has compelled you to run, what is your vision for the country, how you are going to achieve such vision)
   - Introduce your theme, whether you will be talking about social change, anti-corruption or the economy, it’s best to let your audience know right away what you will be addressing. They can get on board with you quicker and follow the speech much more easily if they know why you are there.

II. Body
Following your introduction, write the body of the campaign speech in such a manner that you offer facts that support what you are trying to say. Voters want to know why they should listen to you and if you know what you are telling them is valid. What are the issues you’ll fight for if elected? Why do they matter to you, and what will you do to bring about change? Highlight no more that two or three issues that fit within your overall message, include those that are of particular relevance to your particular audience and talk about them in ways that make them relevant to people’s lives rather than using complicated legislative jargon.

A. Problem/Issue No. 1
   1. Statement of the need to address the problem/issue
      a. Point out the need
         There are potentially two kinds of needs (your speech will use one of these):
         - To urge a change - point out what’s wrong with present conditions
To demand preservation of present conditions - point out the danger of a change

b. Explain the need
Develop the need by using the following:
- Ramifications: Employ as many additional facts, examples, and quotations as are required to make the need convincingly impressive.
- Pointing: Show its importance to the individuals in the audience.

2. Statement of solution/platform
a. Point out the solution: a statement of action you wish to undertake to address the issue/problem
b. Explain the solution: you can choose any of the following strategies:
   o Positive: Describe the conditions if your solution is actually carried out. Picture the listeners in that situation actually enjoying the safety, progress, or pride that your proposal will produce.
   o Negative: Describe conditions if your solution is not carried out. Picture the audience feeling the bad effects or unpleasantness that the failure to effect your solution will produce.
   o Contrast: Combination of positive and negative. Begin with the negative method (undesirable situation) and conclude with the positive method (desirable solution).

B. Problem/Issue No. 2 (refer to the guide above)
   1. Statement of the need to address the problem/issue
      a. Point out the need
      b. Explain the need
         - Ramifications
         - Pointing
   2. Statement of solution/platform
      a. Point out the solution
      b. Explain the solution

C. Problem/Issue No. 3 (if any)
   (Same as above)

III. Conclusion
Just as important to the campaign speech as the introduction is the conclusion. It’s the last chance you will have to leave an impression, so make sure you write a strong ending to the speech that summarizes what you have said.

A. Summary
   Restatement of main idea and summary of the course of action recommended

B. Reinforce
   Explain why you are the better candidate for the position
   A concluding statement to recapture interest (a reason to remember)

C. Call to Action
End your speech by reinforcing your message, and asking the audience for their help. Don't miss an opportunity to welcome support and don't forget to ask for their vote.

Submit your outline on a 1 whole sheet of paper with your name, class number and section.