

Sample Oral Speeches and Outlining

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The following two student speeches and related commentary connect to Chapter 20 of *Acting on Words*.

Although both sample speeches in this document were written by management students for course credit, the speakers have chosen topics that they are passionate about. Their passion shows in their use of vivid language and examples, and inspired them to give energetic presentations that captured the attention of their audiences.

Speeches can use any of the types of writing covered in the Rhetoric of *Acting on Words*. The speeches that follow are argumentative (See Chapter 16). Because both of these speakers felt that many of their listeners would disagree with their views, they concede the arguments against their positions as well as defend their own.

As you read these speeches, note the use of short sentences. Listeners cannot check back to the earlier part of each sentence as readers can, so it is important to keep sentences concise. For this reason, the thesis is often broken into two sentences, one stating the central message (controlling idea) and the second previewing the main points (reasons).

Sample Speech 1

The first speech, “The Stars of Rodeo,” was written by Krystal Albers, who was Miss Ponoka Stampede in 2005. Her personal experience gives her great credibility to speak on the topic of animal welfare in rodeo. Note how, after capturing attention, she quickly defines what she will and will not refute. She knows her arguments will not satisfy animal rights activists, so she highlights the difference between animal rights and animal welfare with an appeal to the love of pets and other domestic animals that she feels most

of her audience will hold. With that established, she refutes the view that rodeo is a dangerous and cruel way to use animals.

The Stars of Rodeo

Krystal Albers

Imagine you just purchased your ticket to attend a rodeo performance. You are visiting with your friends and family as you walk through the grandstand to find your seats. As you sit down and scan the rodeo arena, you notice a young woman at the roping end of the arena. All of a sudden you become aware of people yelling to cancel the rodeo because of animal cruelty. Then you look closer and realize that this woman has handcuffed herself to the rodeo chute. Sound a little crazy and extreme? Well this is exactly what happened at the Cloverdale Rodeo in B.C. this past May. It was reported in in the *Langley Advance*.¹ For the past year, as Queen of the Ponoka Stampede, I was an ambassador of rodeo. I was constantly behind the scenes interacting with the stars of rodeo; the cowboys and the stock. I also had to be trained to deal with anti-rodeo activists. While the sport of rodeo is dangerous and thrilling, the animals used in the events are given the utmost attention and care and are not mistreated; rather it is quite the contrary. By taking a look at the difference between animal welfare and animal rights, seeing who the participants in rodeo are, and examining the safety measures that are in place for the animals, we will begin to get a clearer picture of how the animals are treated.

First, we need to define the difference between animal rights and animal welfare. These are the two different philosophies of groups advocating for animals. According to the

¹ Editor's note: Using oral style, the speaker provides an explicit attribution to the source cited (which appears in the end references list under name of the publication, no author having been named).

Animal Welfare Council,² animal rights is the most extreme view. This is the belief that not a single animal should be domesticated. This includes your dogs and cats, seeing-eye dogs, police dogs, animals in zoos and on farms. Animal Rights groups do not believe in the consumption of any animal product or by-product like eggs or cheese. They advocate that animals should have equal rights to human beings. Animal Welfare is the second philosophy. Animal Welfare groups believe in caring for animals, ensuring their needs are met. They believe in protecting and respecting animals, and allow domestication of animals as long as they are not mistreated in any manner. These beliefs are advocated by rodeo. As a matter of fact, rodeo will actually lengthen the life of the animals. According to the National Senior Pro Rodeo Association,³ “It is not unusual for a bucking horse to be kicking up its heels in fine fashion over the age of 25 and many bulls are still active buckers at 15 years of age. Veterinarians attribute it to the good care they receive, which includes quality feed and adequate exercise.”

Now that you have learned where rodeo stands on animal treatment, I want to show you why rodeo wants to treat their animals with respect. The animals are a crucial part of rodeo for both the contestants and the owners of the animals. The stock contractors, the animal owners, have high financial ties to the animals. The owners are contracted by rodeos only if their stock will perform. Half of the cowboy’s score is determined by the performance of the animal, so it is crucial to have high-performing stock. The animals are costly investments. One prominent stock contractor recently paid over \$40,000 for a single bull. This is the contractors’ business; if they do not have the best performing stock, they do not have a business, and a severe injury will cost the stock contractor thousands of dollars. Obviously, they don’t want this to happen. Horses and bulls do not buck because they are mistreated but because they are bred for the tendency to buck. Breeders of bucking stock invest a lifetime’s worth of time and money to develop the

² Editor’s note: The speaker provides a specific attribution to a source that she is citing. This should be done every time you cite a source in your oral presentations. The source appears at the end references list.

³ Editor’s note: Again, the speaker explicitly cites her source. It appears in the end references list.

best, healthiest, feistiest bucking animals. Rodeo demands quality in both its cowboys and the stock. The stock owners will not make any money if their animals are not high performing and healthy. To encourage owners to have the top stock, prestigious titles and prizes are awarded to the best bucking stock of the year.

Most of the participants in rodeo make their living working with animals outside of the rodeo arena. There are a large number of veterinarians who compete in rodeo. As well there are the stock contractors and of course farmers and ranchers who work closely with the animals. These people dedicate their lives to the wellbeing of animals every day. This dedication is carried over into the rodeo ring.

Rodeo accidents do not happen frequently because there are rules and safety precautions in place to ensure top treatment of all animals. The Rodeo Club of the University of Illinois cites a survey conducted by on-site, independent veterinarians in the year 2000.⁴ Out of nearly 72,000 animal runs in 187 separate rodeos, only 38 injuries were recorded. That calculates to an injury rate of approximately five-hundredths of one percent. That is incredibly minimal.

Rodeo rules require several pieces of equipment to protect the animals. In the timed events there are horn protectors that are placed over the horns of the steers to protect and reinforce the animals' horns. Calves have very thick and flexible necks, and the ropes used are quick release, so once the horse steps forward the rope is immediately loosened and there is no pressure for the calf. In the bucking events wide halters are required to distribute any potential pressure on the animal's face, making the event very animal-friendly. There is also the flank strap which is often misunderstood. I want to take some time to properly explain the purpose of this equipment, as it doesn't hurt the animal; it helps protect it. The strap is wide and lined with sheepskin. It is secured around the horse in an area that is equivalent to our waist. As you know, this area on both people and

⁴ Editor's note: Observe how the speaker has provided a specific attribution. She cites her source using oral style rather than the parenthetical method of written scholarship.

animals is extremely ticklish. When I brush a horse, it will twitch its skin when I brush this spot; I'm not hurting it – the brush just tickles. The flank strap is not around the genitals or even close to them; rather it is around this ticklish spot, encouraging the animal to buck rather than just run across the arena. The strap is a quick release and is taken off as soon as the animal has bucked for eight seconds. It supports the animal's back as it bucks, like a weightlifting belt for people. It does not hurt the animal at all!

As well as the equipment, there are several rules and procedures in place to ensure the animals' well being. First, and probably most importantly, veterinarians must be present at all rodeo performances. This is a precautionary measure in the unlikely event that an accident injures an animal. In the timed events, they must give the calf a head start before they rope it. This gives the calf the opportunity to escape, and some actually do! As well, when the calves are tied up, they must have one foot free, to give the calf the chance to fight free. There are also rules protecting the bucking stock. Cowboys must wear spurs that have a spinning blunt rowel. This ensures that the animal cannot be jabbed, and the spur is just the signal that it's time to buck. Human skin is 1- to- 2mm thick, horse hide is 5mm thick, and bull hide is 7mm thick. I can rake a rodeo spur down my arm, pressing hard, and it doesn't hurt or draw blood. On an animal with skin 7 times thicker, it's not going to do much more than tickle. As well, the cowboy must keep one hand free and not touch the animal with it. This gives the animal an advantage and it protects the animal because the cowboy cannot hit it with the free hand.

In conclusion, because rodeo believes in animal welfare and now that we know the individuals in rodeo respect animals, we can see that rodeo is doing a great job of ensuring the safety and proper care of their animals through the equipment and rules in place. Rodeo is a thrilling sport that shows the beauty of the relationship between an animal and a human. I hope you will now be able to defend rodeo and with this information realize that rodeo does not want to harm the animals; rather, they are there to show off their skills and athletic ability.

References⁵

- Animal Welfare Council. (2005). Animal welfare vs. animal rights. Animal Welfare Council. Retrieved August 8, 2006, from <http://www.animalwelfarecouncil.com/html/aw/rights.php>
- Brooks, Mike (2002). Animal welfare. Rodeo club. Rodeo Club. University of Illinois. Retrieved August 8, 2006, from <http://w3.ag.uiuc.edu/Clubs/Rodeo/welfare.html>
- Langley Advance. (2006, May 24). Animal welfare: Rodeo meets resistance. Retrieved August 8, 2006, from <http://www.langleyadvance.com/issues06/054206/news/054206nn9.html>
- National Senior Pro Rodeo Association. Animal welfare. Retrieved August 8, 2006, from http://www.seniorrodeo.com/animals_welfare.php

Suggested Reading⁶

- Classic Rodeo Productions. (2005, July 22). Animal welfare. Classic rodeo. Retrieved August 8, 2006, from <http://classicrodeo.net/humane.htm>

⁵ Editor's note: The works cited are presented in APA style. All works in a references or works cited listing should be explicitly attributed in the paper or speech.

⁶ Editor's note: "Suggested reading," like "works consulted" in the MLA system, is a bibliography, which recommends works for background or for further reading. References lists, required by APA journals, and works cited lists, required by MLA journals, present works that have been explicitly cited in the essay (or speech). The two sources given in Albers' bibliography reiterate points cited in her other sources or provide information that Albers herself knows from personal experience in rodeo. Information from these sources therefore does not have to be cited, and the sources do not belong under references but rather under suggested reading.

Pro Bull Stats. (2005). Bull riding- The sport. Professional bull statistics.

Retrieved August 8, 2006, from <http://probullstats.com/bull-riding.php>

Focus Questions

1. Every speaker faces a group of disparate people. Each person has entered the room with a separate set of previous experiences both immediate and long-term (one may have just had trouble parking, one may have a sick child, one may be from a rural background, one may have recently arrived in Canada). A speaker must first draw all these people into a unified group with its attention focused on the speech. What techniques does the speaker use to accomplish this? Are there other techniques that could be used?
2. Which of the techniques to help listeners, listed in Chapter 20, are used in this speech?
3. How has Albers cited her sources? Are her attributions clear and complete as well as smoothly integrated within her oral style?

Narrowing One's Topic Versus Neglecting the "Other" Side

Like any good speaker or writer, Albers has narrowed the topic to focus on one thing; in this case, it is officially-sanctioned, professional rodeo. She then gives very good support for her argument that animals are well-treated within professional rodeo. However, when a topic is narrowed it is inevitable that some important aspects cannot be covered. In this case, the speech does not (and perhaps cannot) address all the elements that support the rodeo industry. A speaker arguing the other side of the rodeo debate might raise the following points about the breeding of rodeo animals and the use of animals in training young rodeo participants.

Most rodeo people stress the fact that bucking horses have been bred for that trait just as racehorses are bred for a tendency to run; they are not mistreated in any way to “make” them buck, and in fact, many are gentle pets outside of the arena. This is convincing evidence that there is no reason to mistreat them, but any breeding program produces some offspring that just aren’t good enough. Wayne Vold, who has raised rodeo stock for more than thirty years on his ranch outside High River, Alberta, says, "Say you've got 20 mares that buck and you breed them all, you might get a 60 or 70 per cent chance of them bucking. And if you breed the ones that don't buck so good, I think your chances might be 10 or 20 per cent." (Graveland, Bill. “Bucking a permanent state of mind for broncos: Stampede rodeo manager.” *Travel News*. Canoe Network. Posted July 9, 2006. <http://travel.canoe.ca/Travel/News/2006/07/09/1675982-cp.html>). Of the offspring, a certain percentage will be non-buckers that can be trained for other work, and a certain percentage will be “star” buckers, good enough to work in professional rodeo. However, there will also be a percentage that want to buck and so are not fit for other uses but are not gifted enough for the big-time.

Gavin Ehringer is a journalist who has covered thousands of rodeo events in fifteen years. In that time, he has seen only five animals die from rodeo-related injuries, and he is adamant that animals are not mistreated in rodeo. However, he does acknowledge the following:

If PETA (People for the Ethical Treatment of Animals; the leading animal rights group) truly wanted the skinny on animal injuries, they'd have to post observers in the backyard practice lots of aspiring rodeo kids. As a calf roper once confided to me, “Yeah, I accidentally killed and injured lots of calves when I was learning. I mean, I plain roped their heads off till I really learned how to handle them and not hurt them.”

Does this information make you feel differently about the use of animals in rodeo than the speech did? Could the speaker have addressed these aspects without straying too far from the topic of the speech or exceeding the assigned length? At what point does

narrowing a topic lead to ethical problems? Is there any way to deal with all the related issues that might spring from one argumentative speech or essay? Should a writer even try?

Notice that both of the examples were drawn from sources that are sympathetic to rodeo. What do you think the authors wanted to accomplish by including this material? Did they succeed?

Sample Speech 2

A.J., the author of the second sample speech, does not have the same personal ethos for his topic as Krystal does for hers, so he supplements it with references to the ethos of his sources. For example, he notes that Dmitri Mendeleev, who developed the theory of abiogenic oil, also invented the periodic table.

Note that A.J.'s extensive use of vivid, emphatic language starts with his title. As you read the text, you will find it easy to imagine it being spoken, as his language is very oral in style; clearly, he developed it with an awareness that his original audience would hear it, not read it.

The Peak Oil Theory: Are We All Being Lied To?

A.J.

You are all being lied to and taken advantage of!

I believe that this is what is currently going on in the oil industry. Sure, everyone knows that gasoline is made from crude oil, the "black gold" that is pumped out of the ground, but what have you been told about where this oil is coming from, how it is formed, and why it is there? The majority of you may be thinking fossil fuels and decomposing

biomaterials such as dinosaurs and ancient forests that have been decaying for the last million or so years. It's what we've all been told at one time or another growing up. For example, last semester I was forced to do an Ethics project that was all about how we are running out of oil and how it is a nonrenewable resource. This proves that it is constantly being drilled into our way of thinking, even in our university classes. Because of oil's "rotting dinosaur" origin, we have also been told that there were only so many dinosaurs, making sure that we know that oil is a non-renewable resource and that there is fear that we will soon run out. This fear has caused global tension due to the ever-increasing global population resulting in an ever-increasing demand for oil. Some may even say that the current war in Iraq is a result of this need for limited amounts of oil. We must change our way of thinking about oil, for it is the first and most important step in breaking the stranglehold we are currently under and maybe more importantly, this change could save millions that may be killed in a future war for a resource that is anything but scarce.

Tonight I will explain the difference between how we currently view the origin of oil and how we should be viewing it. I will then provide 5 unarguable facts to back up my efforts to pull the wool from your eyes.

Out of a personal survey I undertook, 48 out of 50 Canadians view oil as being a non-renewable resource - that's a staggering 96%!

This type of belief follows what is known as the Peak Oil theory. According to peopleandplanet.net, Peak Oil is described as "the point where oil production reaches a peak and then stops rising and begins an inevitable long-term decline due to the lack of oil supply within the earth."⁷ This theory is discussed in the book *Black Gold Stranglehold* by Jerome Corsi and Greg Smith, and you can read about it online at

⁷ Editorial note: The speaker provides an explicit attribution to his source. People and the Planet appears under his end works cited list. Note that the speaker goes on to include other explicit attributions every time he cites a source.

various sites. The theory was founded by a Russian scientist by the name of Mikhail V. Lomonosov in 1757. The belief in a lack of supply results from the assumption that oil was created by millions of years of dinosaur and plant decomposition which has been covered by millenniums of erosion which have driven the rotting morass deep within the earth to the point where the intense pressure and heat “cook the soup,” turning it into oil.

Lomonosov came to this conclusion because of the biological traces found in oil. He stated that since fossils are biological remnants **generally** found beneath the surface of the earth and oil **contains** biological remnants and **is** found beneath the surface of the earth, then oil **must** come from fossils.

This reasoning is based on the logical fallacy *cum hoc ergo propter hoc*, which states that “with this, therefore because of this.” It goes along the same reasoning as “fur coats are fluffy and soft; hamsters’ fur is fluffy and soft. All fur coats are made from hamsters.”

Although the Peak Oil theory is grounded on such a fallacy, despite its unproven correlation, it is the theory that has been almost universally accepted and rarely thought about even though we complain everyday about gas prices. Most likely because we have been taught this since we were children and have just accepted it as true.

So I propose to you an alternative theory that grounds itself on the basis that oil is a renewable resource and that it will never run out.

The Abiotic Oil theory is discussed by Corsi and Smith in *Black Gold Stranglehold* and can be found online at various sites. It was originally thought of by a Russian scientist named Dmitri Mendeleev in the last quarter of the 19th century, who is best known for creating the periodic table which we still base all of our chemistry on today.

The Abiotic Oil theory states that oil is constantly produced from chemical reactions within the earth’s mantle. The ultra hot conditions and tremendous pressures from within the earth force the oil toward the surface through fissures and faults. The biological

characteristics contained within the oil are explained by the bacteria and decayed material the oil picks up along its way toward the surface. Because of the earth's regenerative nature, this is a constant process which keeps the oil fresh where it is needed at the earth's core. It works on the same principles that we can see in everyday life. The earth produces only what it needs when it needs it in order to continue functioning. The oil that is produced is stored in faults and fissures within the earth. We call them reserves, and once the reserves are full, the earth stops producing. An everyday life example of this "produce when needed" phenomenon would be the fact that there are not tornados everyday all day, or that it does not rain for 6 weeks straight. The earth produces only what it needs when it needs it. Rather than having its reasoning grounded in illogic and fallacy, the Abiotic Oil theory bases itself on the natural occurring functions of the earth that we can see with our eyes everyday.

Sounds absurd? Let's ask ourselves some simple questions and take a look at some simple facts.

Take a look at how the dinosaurs died. Did it matter if they died one at a time wherever or all at once in the same location? In order to have our gigantic reserves within the earth, wouldn't thousands of dinosaurs have to die in one place? If a T-rex fell dead alone in a forest, shouldn't there be a few barrels of oil there? Seeing as they find fossils of a single dinosaur here and one hundreds of miles away, shouldn't there be oil patches evenly distributed around the world? Why are there so many fossils in the state of Montana, and no oil? Why are there so few fossils in Saudi Arabia and it is the number one exporter of oil? How about a more obvious question: if they are not finding the fossils, why are they also finding oil? Isn't the oil made from the fossils?

Now, take a look at our reserves. As reported by Corsi and Smith, according to the U.S. Department of Energy, for the following years the reserves were as follows:

For 1985, 670 billion barrels

For 1995, 999 billion barrels

For 2005, 1.28 trillion barrels in 2005

Numbers don't lie. Need I say more?

How about the fact that oil is being discovered 10 km below the surface of the earth?

Years ago, in the *Journal of Petroleum Geology*, scientists C.E. Melton and A.A. Giardini pointed out that oil occurs at this depth of 10 km. This is far below the 5 km where organic material is scientifically proven to no longer be found. As a matter of fact, according to *Science News Daily*, the record for the deepest fossil ever found was only 2.5 kilometers beneath the earth! Far from the 10 km mark!

Now let's take a look at Eugene Island in the Gulf of Mexico. According to Chris Bennet writing in *worldnetdaily.com*, in 1970, oil was being taken from this site at a rate of 15,000 barrels/day. In 1980 the production had decreased to less than 4,000 barrels/day, and was soon after considered to be completely drained. But suddenly in 1990 production soared back to 15,000 barrels/day, and the 60 million barrels of reserve that had been estimated in 1970 rose to 400 million barrels.

A final question with no logical answer is: If the oil companies are so concerned with the depletion of their product, why aren't they moving to alternatives? Instead, they use the Peak Oil theory against us by raising the prices because they say supply is diminishing and demand is increasing, or they continue to expand their company by stating that other sites are dry, allowing them to open more sites and secure lucrative control over a continuous source of income. Either way they win at your expense!

Being business students, we should recognize this strategy, however unethical it sounds. I'm not here to change the world by stickin' it to the oil companies with this breath-taking speech, but merely to instill a different way of thinking in all of you. I could go on and on with examples that could argue in favor of the Abiotic origin of oil, but you are all university students who can now think for yourselves about the logic behind what I have told you. You all know something unethical is going on when you fill up at \$1.25/litre. We have done this to ourselves because we have been living in fear and deprivation from the truth. But we can undo this mess. Next time you fill up, rather than complaining to

the cashier about getting ripped off, use this energy to start petitions and boycotts, for we are not running out of oil!

In conclusion, I ask that you all open your minds to a theory that is flawless and logical, for it is the first step to breaking out of the stranglehold we are currently in, and may be the only way to save millions in a future war over a resource that is anything but scarce.

After all, at one point didn't we all believe that the earth was flat?

Works Cited

Bennett, Chris. "Sustainable Oil?" May 25, 2004. August 6, 2006.

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⁸ Editorial note: The number 7 indicates the volume; 3 indicates the issue. The numbers 303-312 indicate the page span.

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<http://www.energy.gov/energysources/oil.htm>

Focus Questions

1. How has A.J. used emotionally-charged wording to hold the attention of his listeners? How is this different from the way language is used for emotional impact in an argumentative essay? Is it effective? At what point does the use of emotional language undermine an argument? At what point does it become unethical? When is it useful?
2. Which of the techniques to help listeners, listed in Chapter 21, are used in this speech?
3. The speech discusses one logical fallacy. Are there others in the speech? Are there others associated with the debate over fossil fuels?

⁹ Editor’s note. This list of works follows MLA format. The term “consulted” rather than “cited” acknowledges that no direct citations have been provided in the speech. Like “suggested reading” in the APA system, “works consulted” in MLA is a bibliography listing works for background or further reading, but not works containing specific ideas or facts that the writer has deemed necessary to cite. The reasons for not citing a work and therefore not listing it or placing it in a bibliography rather than a works cited or references list are that the information is easily available common knowledge or is something the writer knows from direct experience.

4. Has the speaker provided all the necessary specific source attributions and worded these effectively? Explain.

Outlining a Speech

As you write a speech, a working outline provides an excellent tool for moving it toward the form you want for an extemporaneous presentation. A working outline helps you to organize your thoughts into a coherent pattern, as you would do with an essay. Notice that the speakers have listed the title, topic, specific purpose, and thesis at the top of each outline. This helps them to ensure that all these elements work together, and that their main points all support them.

You might even present your speech using your completed working outline as your notes. It will give you the information without so much detail that you start to read and lose connection with your audience. However, if you have the time and confidence to boil the notes down even more, a key-word outline written on file cards is ideal. Write only the absolute minimum of words needed to keep you on track, write them big enough to see easily, put only a few words on each card, and practise a lot.

Working Outline for “The Stars of Rodeo”

Title: The Stars of Rodeo

Speaker: Krystal Albers

Topic: Animal Welfare in Rodeo

Design: Refutative

Specific Purpose: To persuade the audience that rodeo does care for their livestock and to give correct information to the audience so that they may refute anti-rodeo comments.

Thesis: While rodeo does use animals for the sport, the individuals within rodeo do provide the proper care and treatment of the livestock.

Introduction

Attention Material: Imagine you just purchased your ticket to attend a rodeo performance. You are visiting with your friends and family as you walk through the grandstand to find your seats. As you sit down and scan the rodeo arena, you notice a young woman at the roping end of the arena. All the sudden you become aware of people yelling to cancel the rodeo because of animal cruelty. Then you look closer and realize that this woman has handcuffed herself to the rodeo chute. Sound a little crazy and extreme? Well this is exactly what happened at the Cloverdale Rodeo in B.C. this past May.

Credibility Material: For the past year, as a Rodeo Queen, I was an ambassador of rodeo. As such I was constantly behind the scenes interacting with the stars of rodeo; the cowboys and the stock. I had to actually be trained to deal with anti-rodeo activists because of my position in rodeo.

Thesis: While the sport of rodeo is dangerous and thrilling, the animals used in the events are given the utmost attention and care and are not mistreated; rather it is quite the contrary.

Preview: By taking a look at the difference between animal welfare and animal rights, seeing who the participants within rodeo are, and examining safety measures that are in place for the animals we will begin to get a clearer picture of how the animals are treated.

(**Transition:** First, we need to define the difference between animal rights and welfare.)

Body

- I. There are two different groups advocating for animals; animal rights activists and animal welfare groups.
 - A. Animal Rights movement is viewed as the most extreme.

1. Believe that not a single animal should be domesticated.
 - i. This includes your dogs and cats.
 2. Believe that animals should have equal rights to human beings.
- B. Animal Welfare is advocated by rodeo.
1. Caring and meeting animal needs

2. Protecting and respecting domesticated animals
3. Allowing domestication of animals, as long as they are not mistreated in any manner.
4. Lengthening the life of the animal.

(Transition: After learning about where rodeo stands on animal treatment, I want to show you why rodeo wants to treat its animals with respect.)

II. The animals are a crucial part of rodeo for both the contestants and the owners of the animals

A. The stock contractors have high financial ties to the animals within rodeo.

1. They are contracted to a rodeo only if their stock will perform
2. The animals are costly investments.
3. This is their business; if they do not have the best performing stock, they do not have a business.
4. Prizes are awarded to the best bucking stock of the year.

B. Most of the participants in rodeo make their living working with the large animals.

1. Veterinarians.
2. Stock Contractors.
3. Ranchers.

(Transition: Rodeo already has several rules and safety measures in place to ensure top treatment of all animals.)

III. Rodeo accidents do not happen frequently because of rodeo rules and safety precautions.

A. Of 72,000 animal runs, only 40 injuries were recorded. That calculates to an injury rate of approximately five-hundredths of one percent.

B. Rules require equipment that protects the animals

1. Timed event equipment.
2. Bucking event equipment.

C. Rules require procedures are in place to ensure the animals well being.

1. Veterinarian must be present at all rodeo performances.
2. Timed event rules.
3. Bucking event rules.

(**Transition:** In conclusion)

Conclusion

Summary Statement: Because rodeo believes in animal welfare and now that we know the individuals in rodeo respect animals, we can see that rodeo is doing a great job of ensuring the safety and proper care of their animals through the rules and regulations in place.

Concluding Remarks: Rodeo is a thrilling sport that shows the beauty of the relationship between an animal and a human. I hope you will now be able to defend rodeo and now with this information realize that rodeo does not want to harm the animals; rather they are there to show off their skills and athletic ability.

Key-word Outline for “The Stars of Rodeo”

Introduction

-Narrative: Cloverdale Rodeo

-Credibility material

- Thesis: While the sport of rodeo is dangerous and thrilling the animals used in the events are given the utmost attention and care and are not mistreated; rather it is quite the contrary.

-Preview: -Rights vs. welfare

 -Participants

 -Safety measures

MP 1

Animal rights activists vs. animal welfare groups

Animal Rights most extreme.

-Not a single animal domesticated

-Includes your dogs and cats.

-Animals should have equal rights to human beings

Animal Welfare is advocated by rodeo.

- Meet animal needs

- Protect and respect

- Allow domestication of animals as long as not mistreated.

- Rodeo lengthens life.

-Horses 25 years, bulls 15

MP 2

Animals are crucial

Stock contractors high financial ties.

- Contracted only if stock will perform

- Costly investments (\$40,000 bull).

- If they do not have the best performing stock, they do not have a business.

- Prizes

Most participants make their living working with animals, ensuring welfare.

-Veterinarians.

-Stock Contractors.

-Ranchers.

MP 3

Rules and safety precautions.

Of 72,000 animal runs, only 40 injuries recorded. Injury rate five-hundredths of 1% (U of Illinois).

Rules require equipment that protects.

-Timed event equipment

- Bucking event equipment

Rules require procedures that ensure wellbeing.

- Veterinarian.
- Timed event rules.
- Bucking event rules.

Conclusion

Summary: -Rodeo believes in animal welfare
-Individuals in rodeo respect animals
-Rodeo ensures safety and proper care through rules

Concluding Remarks: Rodeo is a thrilling sport that shows the beauty of the relationship between an animal and a human.

- I hope you will now be able to defend rodeo
- Rodeo does not want to harm animals
- There to show off their skills and athletic ability

Working Outline for “Peak Oil”

Title: The Peak Oil Theory: Are We All Being Lied To?

Topic: An alternative to North American views about oil’s origin and the problems these views have created and continue to promote

Specific Purpose: To refute our current views about the origin of oil and to persuade the audience to take on a new way of thinking.

Thesis: We must change our way of thinking about oil, for this is the first and most important step in breaking the stranglehold we are currently under and maybe, more

importantly, this change could save millions who could be killed in a future war for a resource that is anything but scarce.

Design: Refutative.

Introduction:

Attention-getter: “You are all being lied to and taken advantage of!”

Thesis Statement: “We must change our way of thinking about oil, for it is the first and most important step in breaking the stranglehold we are currently under and maybe, more importantly, this change could save millions who could be killed in a future war for a resource that is anything but scarce.”

Preview of The Main Points: “Tonight I will explain the difference between how we currently view the origin of oil and how we should be viewing it. I will then provide 5 unarguable facts to back up my arguments in attempts to pull the wool from your eyes...”

(**Transition** to body of the speech: “Out of a personal survey I undertook, 48 out of 50 Canadians view oil as being a non-renewable resource - that’s a staggering 96%!”)

Body:

Main Point 1: People and Planet describes Peak Oil Theory as “the point where oil production reaches a peak and then stops rising and begins an inevitable long-term decline due to the lack of oil supply within the earth.” (*The point in need of refutation*)

Subpoint A: Founded by Lomonosov.

Subpoint B: What is it that we actually believe?

- Sub-subpoints: 1. Decomposing fossils and forests.
2. The fallacy that supports this belief.

3. Why do we think this way?

(**Transition** to second main point: “So I propose to you an alternative theory that grounds itself on the basis that oil is a renewable resource and that we will never run out.”)

Main Point 2: The Abiotic Oil theory states that oil is constantly produced from chemical reactions within the earth’s mantle. (*How I am refuting it*)

Subpoint A: Founded by Mendeleev.

Sub-subpoints: 1. Periodic table makes him credible.

Subpoint B: What should we believe this?

Sub-subpoints: 1. The earth’s regenerative nature.
2. Reserves, faults, and fissures.

(**Transition** to third main point: “Sounds absurd?”)

Main Point 3: Let’s ask ourselves some simple questions and take a look at some simple facts. (*Evidence*)

Subpoint A: The logic behind the death of dinosaurs.

Sub-subpoints: 1. Where they die.
2. The location of fossils.

Subpoint B: Proven Reserves.

Subpoint C: Location of oil within the earth.

Subpoint D: Eugene Island.

Sub-subpoints: 1. Rate of production is inconsistent with Peak Oil theory.

Subpoint E: Why haven’t oil companies overtaken alternatives?

Sub-subpoints: 1. Either way they win at our expense.

Conclusion:

(*Significance of the refutation*) I’m not here to change the world by stickin’ it to the oil companies with this breathtaking speech, but merely to instill a different way of thinking

in all of you. I could go on and on with examples that could argue in favor of the natural origin of oil, but you are all university students who can now think for yourselves about the logic behind what I have told you. You all know something unethical is going on when you fill up at \$1.25/litre. We have done this to ourselves because we have been living in fear and deprivation from the truth. But we can undo this mess. Next time you fill up, rather than complaining to the cashier about getting ripped off, use this energy to start petitions and boycotts, for we are not running out of oil! (*Call to action*)

Summary:

Now that you've heard about an alternative to the fossil fuel theory, and reasons to doubt it, open your minds and your eyes to the theory of Abiotic oil, a theory that is flawless and logical, for it is the first step to break out of the stranglehold we are currently in, and may be the only way to save millions in a future war over a resource that is anything but scarce.

Concluding Remarks: "After all, at one point, didn't we all believe that the earth was flat?"

Key-word Outline for "Peak Oil"

Introduction

You are all being lied to and taken advantage of!

Change thinking -break stranglehold
 -future war

Preview -current view, new view, 5 reasons
 -survey

MP 1

Peak oil

- Lomonsov
- Fossil fuel
- Carbon content in oil
- Fallacy: cum hoc ergo propter hoc

MP 2

Abiotic oil

- Mendeleev
- Periodic table
- Earth's regenerative nature
- Reserves, faults, fissures

MP 3

5 Reasons

1. Logic behind the death of dinosaurs.
 - Where they die.
 - Location of fossils.
2. Proven Reserves.
3. Location of oil.
4. Eugene Island.
 - Rate of production inconsistent with Peak Oil theory.
5. Why haven't oil companies undertaken alternatives?
 - Either way they win

Conclusion

- new way of thinking
- as university students, you can think for yourselves
- don't complain, protest!
- summary:
 - reasons to doubt fossil fuel theory
 - reasons to believe the abiotic oil theory
- break out of the stranglehold and save millions!

Concluding Remarks

“After all, at one point, didn’t we all believe that the earth was flat?”

Work Cited

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Final Word

The principles in this document will enrich your writing as well as your speaking; future success may depend at least as much upon the one as upon the other.