



## Problem-Cause Solution Order

This produces a speech with three main points – the first identifying a problem, the second analyzing the causes of the problem, and the third presenting a solution to the problem.

### For example:

#### **Specific Purpose:**

To persuade my audience that, if they choose to drink, they should take action to drink responsibly.

#### **Central Idea:**

Excessive drinking among college students is a serious problem that can be combated by choosing activities that are not alcohol-centered and by overcoming social pressure for excessive drinking.

#### **Main Points:**

- I. Excessive drinking remains a serious problem among college students.
  - A. Students who drink to excess tax a community's medical resources.
  - B. Students who drink to excess cause serious problems for themselves.
- II. Two causes of the problem specific to college life are social pressure and the large number of alcohol-centered activities.
  - A. College has an abundance of alcohol-centered activities.
  - B. There is also great social pressure on students to drink to excess.

III. There are individual solutions to these problems that you can implement right away.

A. Choose enjoyable activities that are not alcohol-centered.

B. Learn to control social pressure for excess drinking.

This method requires a speaker to identify the causes of the problem. In turn it makes it easier to check whether the proposed solution will get at the causes of the problem.