

## Monroe's Motivated Sequence ~ Learn it, Love it, Live it!

Before we start writing persuasive speeches, and before you even think of a topic, it is **CRITICAL** that you not only understand Monroe's Motivated Sequence, but you can apply it with ease. If you do not grasp this sequence, you will be lost for the next few weeks, and your grade will suffer immensely. This persuasive outline format is now the backbone for what we will be doing for the next few weeks. Please take this seriously and truly learn this!

For this exercise, you will need to watch and concentrate on clips from the movies, *A Few Good Men* (1992) & *A Time To Kill* (1996). These two clips feature courtroom scenes. You are responsible for categorizing what happens in these clips into the 3 categories that I have provided you (Need, Satisfaction & Visualization). Fill these in as they occur in the clips. The steps do not always appear in order and may occur more than once, so pay close attention!

### *A Few Good Men*

This is the cross-examination given by Lt. Kaffee (Tom Cruise) to Colonel Jessup (Jack Nicholson).

### *A Time To Kill*

You are responsible for 2 speeches here. These are the closing arguments offered by the prosecution (Kevin Spacey) and the defense (Matthew McConaughey) to the jury. The defense closing argument is PERFECT for detecting all of the parts! They are all in there and they pretty much follow the order I gave you.

### *Apollo 13*

We will watch the entire movie *Apollo 13*. This is a true story. For this you are going to have to multitask! You need to be aware of all the functions of the sequence and track all of the different people who use them... from the crew to the control room to the press to the families. Monroe is hard at work in this movie and you need to be on your toes. If you need another sheet, get one or make your own.

TAKE THIS SERIOUSLY... it will help you prepare for the test over this sequence, it will burn this sequence into your head, and by the time you need to write your speech, you will be an expert. This may seem like busy work, but IT IS NOT!!! The only way to really learn this sequence is to practice identifying the components in as many things as possible.

**Your homework is to watch 3 television commercials and plot out the entire sequence using all 5 components of Monroe's Motivated Sequence. You need to explain the commercial and plot out the different components (all written out to be turned in).**