

## **Informative Speech Outline Sample**

**General Purpose:** To inform

**Specific Purpose:** Today I will inform you about the biggest mobile app in China called Wechat.

### **Introduction:**

#### **I. Attention Getter:**

What if the American firewall blocks the access to facebook, google, youtube, venmo, or the other apps you use everyday?

In China, the firewall blocks any foreign sites that the Communist Party does not think it can control.

#### **II. Motivation for Listening:**

Wechat is the biggest mobile app in China right now, and one of the biggest in the world. It is close to 900 million active users worldwide.

#### **III. Thesis Statement**

Today I will inform you about the biggest mobile app in China called Wechat.

#### **IV. Preview of Speech:**

To better understand what is happening I divided the features on Wechat into three categories: communication, life convenience, and entertainment. And these will be the three main points I am going to talk about.

*Transition to body: First of all, I am going to talk about how people use Wechat to communicate.*

**Body:**

**I. Main Point 1: Communication**

**A. Friend Seek**

According to [whatiswechat.com](http://whatiswechat.com), Wechat has close to 900 million active users worldwide. It allows people to add friends by a variety of methods, including searching by username or phone number. You can use the “friend radar” function to see nearby people who are also using the same service. With their “Private Group” function, you can act like James Bond and tell your friend to join the chat using your 4 digit password.

**B. Movements**

The “Moments” function allows users to post images, text, comments, share music, articles and post "likes." Just like what Facebook does.

*Transition: I've talked about how people use Wechat to communicate. Now let's see what convenience Wechat brings to life.*

**II. Main Point 2: Life Convenience**

**A. Sending money**

**B. Paying utility bills**

**C. QR code**

**D. Renting bicycle**

**E. Taking taxi**

**F. Book rail or flight tickets**

**G. Buy movie tickets**

**H. Book a hotel**

*Transition: After talking about what life convenience Wechat has, now let's see the entertainment inside Wechat.*

### **III. Main Point 3: Entertainment**

#### **A. Official Account Admin Platform**

There is an Official Account Admin Platform where famous people or media promote their brands to billions of Wechat users. Once you subscribe a channel, you will know when they upload the latest news. Just like how you subscribe a magazine or newspaper! According to [businessofapp.com](http://businessofapp.com), 80% of Chinese users follow an official account, which shows that the platform function actually meets people's interest.

### **Conclusion:**

#### **I. Video clip**

I will show you a video clip filmed by *The New York Times* that talks about how people use Wechat in daily life.

#### **II. Summary of main points**

As you can see, Wechat is everyone's best friend in China. It improves the life quality in a fast way and people just love to use it everyday.

Works Cited

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