



chapter 8 Organizing the Speech

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Strategic Organization

Organizing speech to achieve particular result with particular audience

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Main Points

Major points developed in body of speech

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Preparing Main Points

- Keep points separate
- Try to use same pattern of wording
- Balance time devoted to each

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Limiting Number of Main Points



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Chronological Order

Main points follow time pattern



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Chronological Order

- I. Building the Great Wall began during the Qin dynasty of 221-206 B.C.
- II. New sections of the Great Wall were added during the Han dynasty of 206 B.C.-220 A.D.
- III. The Great Wall was completed during the Ming Dynasty of 1368-1644.

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Using Chronological Order



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Spatial Order

Main points follow directional pattern

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Spatial Order

- I. Northern Italy is home to Venice and its world-famous canals.**
- II. Central Italy is home to Rome and its historical treasures.**
- III. Southern Italy is home to Sicily and its culinary traditions.**

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Causal Order

Main points show cause-effect relationship

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Causal Order

- I. The U.S. faces a shortage of qualified air-traffic controllers.**
- II. If this shortage continues, it will create serious problems for airline safety.**

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Problem-Solution Order

- **First main point: The problem**
- **Second main point: The solution**


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Problem-Solution Order

- I. **Puppy mills are a serious problem across the U.S.**
- II. **Solving the problem requires legislation and individual initiative.**

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Using Problem-Solution Order



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Topical Order

Main points divide topic into logical, consistent subtopics

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Topical Order

- I. As a teacher, Ida Wells-Barnett opposed inferior schools for African-Americans.
- II. As a journalist, Wells-Barnett campaigned against lynching.
- III. As a civic organizer, Wells-Barnett helped found the NAACP.

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Supporting Materials

Materials used to support speaker's ideas



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Connective

Word or phrase connecting ideas

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Types of Connectives

- Transition
- Internal preview
- Internal summary
- Signpost

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Transition

Indicates speaker has finished one thought & is moving to another

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Transition

“Now that we have a clear understanding of the problem, let me share the solution.”

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Internal Preview

Statement in body of speech indicating what speaker will discuss next

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Internal Preview

“In discussing how Asian Americans have been stereotyped in the mass media, we’ll look first at the origins of the problem and second at its continuing impact today.”

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Internal Summary

Statement in body of speech summarizing preceding point(s)



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Internal Summary

“First, we have seen that America’s criminal justice system is not deterring crime. Second, we have seen that prison rehabilitation programs are not successful.”

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Signpost

Brief statement showing where speaker is or focusing attention on key ideas

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Signposts

"The first cause of this problem is inefficient agricultural production.

"The second cause is recurrent drought in the affected countries.

"The final cause is mismanagement of available food resources."

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