

Chapter 8 & 10 Speech Organization, Introductions & Conclusions

Monday, April 6, 2020 2:00 PM

Best way to get speech organized Order

1. Topic
2. Main Points
3. How to Order them
4. Introduction
5. Conclusion
6. Fill in Main Point Details

Main Points

Major points developed in the body of the speech

1. Logical Divisions
2. Reasons
3. Specific Steps

Speech Organizational Patterns-Ways to organize your speech

1. Chronologically
2. Topically
3. Spatially
4. Cause and Effect
5. Problem/Solution

Connectives

Words or phrases linking ideas together in the speech

Why would connectives be important?

Types of Connectives

- Transitions
- Internal Preview
- Internal Summary
- Signpost

Transition

Indicates the speaker has finished one thought and is moving on to another

Example- Now that we have a clear understanding of the problem, let me share the solution

Internal Preview

Statement in the body of the speech indicating what the speaker will discuss next

Ex-In discussing the life of Tiger Woods, we will first talk about his childhood, second his college career at Stanford, and third his professional career.

Internal Summary

Statement in the body of the speech summarizing the preceding points

Ex-I just showed you the first 2 steps in how to change your oil. First ...

Signpost

Brief statement showing where the speaker is or focusing attention to key ideas

Ex- The first cause of this problem is inefficient communication. The second cause is lack of hustle. And the final cause I lack of discipline.

Signposts are first,second,third

Introduction - 4 things we want to accomplish

1. Attention Getter
2. Establish Credibility/Goodwill
3. Relate to the Audience
4. Preview Statement

Types of Attention Getters

1. Anecdote(tell a story)
2. Startling Fact/Action
3. Quote*
 - a. Need to be done with caution
4. Humor
5. Question*
 - a. Need to be done with caution
6. Personal Experience
7. Reference to a recent event/occasion/speech/something in class
8. Activity

Establish Credibility/Goodwill

- Perception of whether the speaker has the audiences best interests in mind.

Relate to your audience

- Why should your audience care?
- Show the audience what they will gain from paying attention to you

Preview Statement

1. Map
 2. What to expect
- Statement in the introduction that identifies main points to be discussed in the body.

Conclusion - 4 more things we need to do

1. Signal the end of the speech(transition signal)
2. Reinforce Central Idea/Summarize
3. Motivate the Audience to Respond(Call to Action)
4. Memorable ending

Ways to end memorably

1. Quotes
2. Humor
3. Anecdotes
4. Questions
5. Reference Introduction
6. Appeal to Action