



# chapter 8

## Organizing the Speech

# **Strategic Organization**

**Organizing speech to achieve  
particular result with  
particular audience**

# **Main Points**

**Major points developed  
in body of speech**

# Preparing Main Points

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

# Chronological Order

**Main points follow time pattern**



# **Chronological Order**

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

# **Spatial Order**

**Main points follow  
directional pattern**

# **Spatial Order**

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



# **Causal Order**

**Main points show cause-effect relationship**

# Causal Order

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

# **Problem-Solution Order**

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

# **Problem-Solution Order**

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

# **Topical Order**

**Main points divide topic into logical, consistent subtopics**

# Topical Order

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

# Supporting Materials

**Materials used to support speaker's ideas**



# **Connective**

**Word or phrase connecting ideas**



# **Types of Connectives**

- **Transition**
- **Internal preview**
- **Internal summary**
- **Signpost**

# **Transition**

**Indicates speaker has  
finished one thought & is  
moving to another**

# Transition

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

# **Internal Preview**

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

# **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.”**

# **Internal Summary**

**Statement in body of speech  
summarizing preceding point(s)**



# **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.”**

# **Signpost**

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



# 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.”**