

Chapter 05: Selecting a topic and a purpose

The first step in speechmaking is choosing a topic. For classroom speeches, you can choose a subject you know well or one you research especially for the speech. If you have trouble picking a topic, you can use one of three brainstorming procedures.

Three ways to select a Topic

1. First, make an inventory of your hobbies, interests, skills, beliefs, and so forth.
2. Second, use clustering to list the first topics that come to mind in several categories.
3. Third, use an Internet subject directory, encyclopedia, or similar reference site to help you scan possible topics.

General Purpose of your Speech

"The general purpose of your speech will usually be to inform or to persuade. When your general purpose is to inform, your goal is to communicate information clearly, accurately, and interestingly. When your general purpose is to persuade, your goal is to win listeners over to your point of view."

Once you know your topic and general purpose, you must focus on a specific purpose statement that indicates precisely what your speech seeks to achieve.

The specific purpose statement should be:

1. a full infinitive phrase
2. worded as a statement, not a question
3. avoid figurative language
4. concentrate on one distinct idea
5. not be vague or general.

Keep several questions in mind as you formulate your specific purpose statement: Does my purpose meet the assignment? Can I accomplish my purpose in the time allotted? Is the purpose relevant to my audience? Is the purpose too trivial or too technical for my audience?

The central idea refines and sharpens your specific purpose. It is a concise statement of what you will say in your speech, and it usually crystallizes in your thinking after you have done your research and have decided on the main points of your speech.

The central idea usually encapsulates the main points to be developed in the body of your speech.

Chapter 09: **Organizing the Body of the Speech**

Clear organization is vital to speechmaking. Listeners demand coherence. They get only one chance to grasp a speaker's ideas, and they have little patience for speakers who ramble aimlessly from one idea to another. A well-organized speech will enhance your credibility and make it easier for the audience to understand your message.

The process of planning the body of a speech begins when you determine the main points. You should choose them carefully, phrase them precisely, and organize them strategically. Because listeners cannot keep track of a multitude of main points, most speeches should contain no more than two to five. Each should focus on a single idea, should be worded clearly, and should receive enough emphasis to be clear and convincing.

You can organize main points in various ways, depending on your topic, purpose, and audience.

Ways to Organize a speech

1. **Chronological order** follows a time pattern
2. **spatial order** follows a directional pattern.
3. **causal order:** main points are organized according to their cause-effect relationship.
4. **Topical order** results when you divide your main topic into subtopics.

5. **Problem-solution order** breaks the body of the speech into two main parts—the first showing a problem, the second giving a solution.

Supporting materials are the backup ideas for your main points. When organizing supporting materials, make sure they are directly relevant to the main points they are supposed to support.

Connectives help tie a speech together. They are words or phrases that join one thought to another and indicate the relationship between them.

Four major types of speech connectives

1. Transitions
2. internal previews
3. internal summaries
4. signposts.

Using them effectively will make your speeches more unified and coherent.

Chapter 10: Beginning and Ending of the speech.

First impressions are important. So are final impressions. This is why speeches need strong introductions and conclusions.

In most speech situations you need to accomplish

Four objectives with your introduction

1. get the attention and interest of the audience
2. reveal the topic of your speech
3. establish your credibility and goodwill
4. preview the body of the speech.

Gaining attention and interest can be done in several ways.

1. You can show the importance of your topic, especially as it relates to your audience.

2. You can startle or question your audience or arouse their curiosity.
3. You can begin with a quotation, a story, or visual aids.

Be sure to state the topic of your speech clearly in your introduction so the audience knows where the speech is going. *Establishing credibility means that you tell the audience why you are qualified to speak on the topic at hand.* Establishing goodwill may be necessary if your point of view is unpopular. Previewing the body of the speech helps the audience listen effectively and provides a smooth lead-in to the body of the speech.

objectives of a speech conclusion

1. First is to let the audience know you are ending, which you can do by your words or by your manner of delivery.
2. The second objective of a conclusion is to reinforce your central idea. You can accomplish this by:
 - a. summarizing the speech
 - b. ending with a quotation
 - c. making a dramatic statement
 - d. or referring to the introduction.

Sometimes you may want to combine two or more of these techniques. Be creative in devising a vivid, forceful conclusion.

Chapter 11: Outlining the speech:

Outlines are essential to effective speeches. By outlining, you make sure that related ideas are together, that your thoughts flow from one to another, and that the structure of your speech is coherent.

Two kinds of outlines for your speeches

1. **The detailed preparation outline:** In the preparation outline, you state your specific purpose and central idea; label the introduction, body, and conclusion; and designate transitions, internal summaries, and internal

previews. You should identify main points, sub points, and sub-sub points by a consistent pattern of symbolization and indentation. Your instructor may require a bibliography with your preparation outline.

2. **The brief speaking outline.** The speaking outline should contain key words or phrases to jog your memory, as well as essential statistics and quotations. Make sure your speaking outline is legible, follows the same visual framework as your preparation outline, and includes cues for delivering the speech.

Chapter 15: **Speaking to inform:**

Speaking to inform occurs in a wide range of everyday situations. Improving your ability to convey knowledge effectively will be valuable to you throughout your life.

Four categories Informative speeches

1. **speeches about objects:** Objects include places, structures, animals, even people. Speeches about objects usually are organized in chronological, spatial, or topical order.
2. **speeches about processes:** A process is a series of actions that work together to produce a final result. Speeches about processes explain how something is made, how something is done, or how something works. The most common types of organization for speeches about processes are chronological and topical
3. **speeches about events:** An event is anything that happens or is regarded as happening. Speeches about events are usually arranged in chronological or topical order.
4. **speeches about concepts:** Concepts include beliefs, theories, ideas, and principles. Speeches about concepts are often more complex than other kinds of informative speeches, and they typically follow a topical pattern of organization.

Some Suggestions while speaking:

- 1.** No matter what the subject of your informative speech, be careful not to overestimate what your audience knows about it.
- 2.** Explain everything so thoroughly that they can't help but understand.
- 3.** Avoid being too technical.
- 4.** Make sure your ideas and your language are fully comprehensible to someone who has no specialized knowledge about the topic.
- 5.** Recognize that what is fascinating to you may not be fascinating to everybody.
- 6.** It is your job to make your informative speech interesting and meaningful to your audience.
- 7.** Find ways to talk about the topic in terms of your listeners.
- 8.** Avoid too many abstractions.
- 9.** Use description, comparison, and contrast to make your audience see what you are talking about.
- 10.** Try to personalize your ideas and dramatize them in human terms.
- 11.** Finally, be creative in thinking of ways to communicate your ideas.