



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.”