

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. **Full infinitive phrase:** Start your statement with "to" followed by a verb, like "to inform" or "to persuade."
2. **Worded as a statement:** Make sure it is a clear sentence, not a question.
3. **Avoid figurative language:** Use direct and straightforward language, no metaphors or similes.
4. **Concentrate on one distinct idea:** Focus on a single main point or goal.
5. **Not be vague or general:** Be specific and precise about what you want to accomplish.

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.

1. **A chronological pattern of organization** arranges information according to a progression of time, either forward or backward. If a student wants to prepare for an exam, she will first go to class, then study, and finally, take the exam.
2. **A spatial pattern organizes** each main point in a directional structure, connecting each main point to a whole. This structure is used for informative speeches where the topic is organized by location, geography, or moving through a space ("spatial" is the adjective form of "space"). If a speech was on the topic of the "Empire State Building" a speaker would talk about the first floor, then the second floor, then the third floor, etc. Organizing my speech just as the building is organized.
3. **Causal Order**— The order of the main points shows a cause-effect relationship.
I. Example: a) For decades, humans have been polluting the air with greenhouse gases.
b) As a result, climate change is posing serious problems for the biosphere.
4. **A topical structure** involves dividing your central idea into topic categories or sub-topics that surround the main topic. Example: If your speech is about healthy living, you could use topical order to structure it like this:
Diet: Discuss the importance of a balanced diet, including various food groups and their benefits.
Exercise: Explain the role of regular physical activity in maintaining health and suggest types of exercises.
Sleep: Highlight the significance of adequate sleep, its impact on health, and tips for better sleep.
5. **The problem-solution** speech has two main parts: the problem and the solution. In the problem part, you need to describe the problem, explain why it is important, and show how it affects your audience. In the solution part, you need to present your solution, explain how it works, and show how it benefits your audience. The main points identify a problem and a solution.
I. Example: a) The earth is being depleted of its resources, which is a problem for current and future generations.
b) Humans can help preserve what resources are left through reducing, reusing, and recycling materials.

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.

1. **Transitions:** These words or phrases help smoothly move from one idea or part of the speech to another.
 - **Example:** "Now that we have discussed the causes of plastic pollution, let's explore its effects on marine life."
2. **Internal Previews:** These statements give a brief overview of the points or sections that will follow.
 - **Example:** "Next, I will discuss three main benefits of regular exercise: improved cardiovascular health, enhanced mental well-being, and increased energy levels."
3. **Internal Summaries:** These statements recap what has been covered in a preceding section, reinforcing key points.
 - **Example:** "To summarize, we have looked at the three primary reasons why renewable energy is crucial: reducing carbon emissions, conserving natural resources, and promoting sustainable development."
4. **Signposts:** These brief statements or words highlight where you are in the speech, helping the audience follow along.
 - **Example:** "First," "Second," "Finally," "In conclusion," or "The most important point is..."

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.

1. **Get attention and interest:** Start your speech in a way that grabs the audience's attention and makes them interested in what you have to say. You can use a surprising fact, a story, a quote, or a question to engage them.
2. **Reveal the topic:** Clearly state what your speech is about so that the audience knows what to expect. This helps them understand the purpose of your speech from the beginning.
3. **Establish credibility and goodwill:** Share information about yourself or your expertise on the topic to show the audience that you're knowledgeable and trustworthy. This helps them feel more confident in listening to you.
4. **Preview the body of the speech:** Give a brief overview of the main points or topics you'll be covering in the body of your speech. This helps the audience follow along and understand the structure of your 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.