

STRUCTURING A SPEECH

THREE CORE COMPONENTS

- Introduction
- Body
- Conclusion

THE INTRODUCTION

- Gains the attention and interest of your audience
- States the purpose of your speech
- Establishes credibility
- Provides reasons to listen
- Previews the main ideas of the speech

THE ATTENTION GETTER

“A rhetorical device used at the beginning of a speech to capture an audience’s interest.”

- Reference to subject
- Reference to audience
- Quotation
- Reference to current events
- Historical reference
- Anecdote
- Startling statement
- Question

WHAT AN INTRODUCTION SHOULD DO

- **Link to the topic**
 - How does your attention getter connect to the topic and the content of the speech?
- **Give a reason to listen**
 - Why should the audience care?
- **Initial credibility**
 - How are you qualified to talk about the topic?

COMPLETING YOUR INTRODUCTION

- Your thesis statement
 - A short, declarative sentence that states the purpose, intent, or main ideas of the speech
- Preview
 - Highlight the major points to be covered in the speech

THE BODY

- The “meat” of your speech
- Main points that support the driving force of your presentation
 - Usually 3-5 points in a speech
 - Link to each other and be about equal in details and time spent
 - Logical flow to the main points

ORGANIZING THE SPEECH

- **Topical/Categorical:** creates categories of information that go together; categories can go in any order as they are all of equal importance
- **Compare/Contrast:** comparing two things and showing similarities and differences
- **Spatial:** organizes by physical space (east/west, north/south, US/Russia, etc.)

ORGANIZING THE SPEECH

- **Chronological:** information goes in a specific order
- **Biographical:** describing a person's life
- **Causal:** explains cause-and-effect relationships
- **Problem-Cause-Solution:** describes a problem, identifies the cause, and recommends a solution
- **Psychological:** designed to follow a logical flow; A to B, B to C

KEEPING THE SPEECH MOVING

- Use transitions
 - Phrases or sentences that indicate you are moving from one main point to another main point in the speech
- Use internal previews
 - Phrases or sentences that let the audience know what's coming up in the speech

KEEPING THE SPEECH MOVING

- Use internal summaries
 - Remind the audience what they just heard
- Use signposts
 - Guides a speaker gives to map out the content of the speech

THE CONCLUSION

- Just as important as the introduction
- Signals the end of the speech and leaves the audience with something memorable

STEPS OF A CONCLUSION

- Restate the thesis
- Review the main points
- Use a “clincher” – a concluding device
 - A challenge
 - A quotation
 - A summary
 - A visualization
 - An appeal to action
 - An inspiration