

ORGANIZATIONAL PATTERNS

PURPOSES

In general, it is important that audiences can clearly identify a beginning, middle, and end. This is important for two reasons:

1. The audience has expectations based prior experience. The members are likely to be confused if these portions of your speech are not clear. It may also make it harder for them to follow your speech.
2. By organizing your speech into these general parts, you will be able to focus better on the construction of your speech, ensuring that you will be prepared.

TYPES OF ORGANIZATION

CHRONOLOGICAL

1. DEFINITION—the order in which events happen in time
2. TYPICAL USE—giving directions, showing how things are made, or explaining the history of something in terms of a sequence of events.

CLIMACTIC

1. DEFINITION—arranges order items according to their order of importance, usually starting with the least important item of information and ending with the item of information that is the most important.
2. TYPICAL USE—used to build emotional support

CAUSE-AND-EFFECT

1. DEFINITION—information is arranged to show causes or conditions and the effects or results of those causes or conditions.
2. TYPICAL USE—used in persuasive speeches or explanations

PROBLEM-SOLUTION

1. DEFINITION—a problem is defined and a solution offered
2. TYPICAL USE—persuasive speeches presented to a favorable, neutral, or apathetic audience

SPATIAL

1. DEFINITION—the organization of thing according to their position in space
2. TYPICAL USE—often used in describing places

OTHER TYPES

COMPARATIVE ADVANTAGE

1. DEFINITION—presents each reason as a benefit to the audience
2. TYPICAL USE—to compare two options and show why one is better than the other

THE MONROE MOTIVATED SEQUENCE

1. draw *attention* to the problem
2. show a *need* for some action
3. outline a plan that will *satisfy* that need
4. help the audience *visualize* that need
5. suggest a specific *action* that puts the plan into practice

ORGANIZING THE SPEECH

Introduction

1. **Attention Getting Device (AGD):** seize the audience's attention with a startling statement or series of statistics, quotation, or anecdote (story) related to the topic/thesis.
2. **Link sentence(s):** show a relationship between the general topic and the specific topic you are speaking on. Including a justification of the *significance* of your topic is advisable.
3. **Thesis:** include a specific statement that covers the *overarching* main idea and purpose of your speech.
4. **Preview:** indicate how you are organizing your speech: "first, we will explore the background of how this issue became a problem; then, we will discuss how it is harming people; and finally, what might happen if the problem is ignored."
5. **Transition to the first main point:** link your overall introduction to the first main point.

Body (*Speeches often have three main points, but they could have as many as can be fully developed in the time allowed*)

- I. **First Main Point:** give a clear topic sentence that summarizes this point, also known as your **claim**.
 - a. **Supporting idea 1:** prove why this claim is important (your **warrant**).
 - i. Evidence, or **data** (statistics, facts, case studies etc.) that give you *credibility*.
 - ii. Additional evidence, example(s) needed to support this supporting idea.
 - b. **Supporting idea 2:** prove why this claim is important
 - i. Evidence
 - ii. Evidence
 - c. **Transition:** summarize this claim's **impact**, and indicate a logical progression to the next point.
- II. **Second Main Point**
 - a. **Supporting idea**
 - i. Evidence
 - ii. Evidence
 - iii. Evidence
 - b. **Transition**

III. Third Main Point

a. Supporting idea 1

- i. Evidence
- ii. Evidence

b. Supporting idea 2

- i. Evidence
- ii. Evidence

c. Supporting idea 3

- i. Evidence

d. Transition: summarize this claim's *impact*, and indicate a logical progression to the conclusion.

Conclusion

1. **Summarize/review main points**
2. **Restate thesis**
3. **Leave a lasting impression:** use a memorable quotation, or finish an anecdote you started in your introduction.

