

**A POCKET
GUIDE TO
PUBLIC
SPEAKING
4TH EDITION**

Chapter 12

Organizing the Speech

Speech Structure

- Introduction
 - ▶ Establishes purpose of the speech
 - ▶ Tells listeners where they are going
- Body
 - ▶ Presents the main points
 - ▶ Takes listeners where they are going

Speech Structure (cont.)

- Conclusion
 - ▶ Restates purpose
 - ▶ Summarizes the main points
 - ▶ Reiterates why the thesis is relevant
 - ▶ Lets listeners know they have arrived

Use Main Points to Make Your Claims

- Main points
 - ▶ Express the key ideas of the speech
 - ▶ Represent the speech's main claims
- Creating main points
 - ▶ Identify the central ideas and themes
 - ▶ Express each as a main point

Use Main Points to Make Your Claims (cont.)

- Use the purpose and thesis statements as guides.
 - ▶ Main points should flow directly from your speech purpose and thesis.
- Restrict the number of main points.
 - ▶ Limit to between two and seven.

Use Main Points to Make Your Claims (cont.)

- Each main point introduces one idea.
 - ▶ Split multiple ideas into multiple points.
- Express main points as declarative sentences.
- State main points in parallel form.
 - ▶ Similar in grammatical form and style

Use Supporting Points to Prove Your Claims

- Supporting points
 - ▶ Represent supporting material or evidence
 - ▶ Generate them to prove your thesis
- Outline
 - ▶ Use indentation for supporting points
 - ▶ Roman numeral outline is most common

Pay Close Attention to Coordination and Subordination

- Coordinate points
 - ▶ Given equal weight
 - ▶ Use parallel alignment
- Subordinate points
 - ▶ Given relatively less weight
 - ▶ Indented below more important points

Strive for a Unified, Coherent, and Balanced Organization

- Unity

- ▶ The speech contains only points implied by the purpose and thesis statement.
- ▶ Each main point supports the thesis.
- ▶ Supporting points support the main points.
- ▶ One idea per point

Strive for a Unified, Coherent, and Balanced Organization (cont.)

- Coherence (clear and logical organization)
 - ▶ Uses principles of coordination and subordination
 - ▶ Points are aligned logically.
 - ▶ Body flows logically from the introduction.
 - ▶ Conclusion flows logically from the body.
 - ▶ Transitions serve as logical bridges.

Strive for a Unified, Coherent, and Balanced Organization (cont.)

- Balance

- ▶ Appropriate emphasis for each component
- ▶ Body is always the longest part
- ▶ Same length for introduction and conclusion
- ▶ Main points stated in parallel form
- ▶ At least two supporting points per main point

Use Transitions to Give Direction to the Speech

- Use transitions between main points.
 - ▶ Transitions tie speech ideas together.
 - ▶ Single words, phrases, or full sentences
 - ▶ Full-sentence transitions especially effective between main points

Use Transitions to Give Direction to the Speech (cont.)

- ▶ Restate-forecast transition
 - ▶ Restates points just covered
 - ▶ Previews material to be covered next
- ▶ Rhetorical question
 - ▶ Does not invite actual responses
 - ▶ Instead, stimulates listeners to anticipate answers

Use Transitions to Give Direction to the Speech (cont.)

- Use transitions between supporting points.
 - ▶ Full sentences, phrases, or single words
 - ▶ Signposts (conjunctions or phrases)
 - ▶ Examples:
 - ▶ Next..., First..., Similarly...
 - ▶ Finally, let's consider..., We now turn to...

Use Transitions to Give Direction to the Speech (cont.)

- Use previews and summaries as transitions.
 - ▶ Preview statement in the introduction
 - ▶ Introduces main points of the speech
 - ▶ Internal previews
 - ▶ Alert listeners to shifts between points
 - ▶ Internal summary
 - ▶ Draws together important ideas before proceeding

Using Transitions to Guide Your Listeners



- Use transitions to move between:
 - ▶ Introduction and body of the speech
 - ▶ Main points
 - ▶ Key subpoints
 - ▶ Body of the speech and conclusion

Using Transitions to Guide Your Listeners (cont.)

- Transitions can:
 - ▶ Introduce propositions (major speech points);
 - ▶ Illustrate cause and effect;
 - ▶ Signal explanations and examples;
 - ▶ Emphasize, repeat, compare, or contrast ideas;
 - ▶ Summarize and preview information;
 - ▶ Suggest conclusions from evidence.

Transitional Words and Phrases

- To show comparisons
 - ▶ *Similarly*
 - ▶ *In the same way*
 - ▶ *Likewise*
 - ▶ *Just as*

Transitional Words and Phrases (cont.)

- To contrast ideas
 - ▶ *On the other hand*
 - ▶ *And yet*
 - ▶ *At the same time*
 - ▶ *In spite of*
 - ▶ *However*

Transitional Words and Phrases (cont.)

- To illustrate cause and effect
 - ▶ *As a result*
 - ▶ *Hence*
 - ▶ *Because*
 - ▶ *Thus*
 - ▶ *Consequently*

Transitional Words and Phrases (cont.)

- To illustrate sequence of time/events
 - ▶ *First, second, third...*
 - ▶ *Following this*
 - ▶ *Later*
 - ▶ *Earlier*
 - ▶ *At present*

Transitional Words and Phrases (cont.)

- To indicate explanation
 - ▶ *For example*
 - ▶ *To illustrate*
 - ▶ *In other words*
 - ▶ *To simplify*
 - ▶ *To clarify*

Transitional Words and Phrases (cont.)

- To indicate additional examples
 - ▶ *Not only*
 - ▶ *In addition to*
 - ▶ *Let's look at*

Transitional Words and Phrases (cont.)

- To emphasize significance
 - ▶ *Most important*
 - ▶ *Above all*
 - ▶ *Remember*
 - ▶ *Keep in mind*

Transitional Words and Phrases (cont.)

- To summarize
 - ▶ *In conclusion*
 - ▶ *In summary*
 - ▶ *Finally*
 - ▶ *Let me conclude by saying*