

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

Chapter 13

Selecting an Organizational Pattern

Arranging Speech Points Chronologically

- Chronological pattern of arrangement
 - ▶ Also known as temporal pattern
 - ▶ Follows natural sequential order
 - ▶ Time-ordered sequence

Arranging Speech Points Using a Spatial Pattern

- Spatial pattern of arrangement
 - ▶ Ordered by:
 - ▶ Physical proximity
 - ▶ Direction relative to one another
 - ▶ Used when speaking about physical arrangement

Arranging Speech Points Using a Causal (Cause-Effect) Pattern

- Causal (cause-effect) pattern of arrangement
 - ▶ Used when describing cause-effect relationships
 - ▶ Usually cause(s) followed by effect(s)
 - ▶ Sometimes effect(s) followed by cause(s)

Arranging Speech Points Using a Problem-Solution Pattern

- Problem-solution pattern of arrangement
 - ▶ Define problem first
 - ▶ Offer a solution subsequently
 - ▶ Demonstrates nature and significance of problem
 - ▶ Provides justification for a proposed solution
 - ▶ Multiple points sometimes needed for each

Arranging Speech Points Topically

- Topical pattern of arrangement
 - ▶ Also known as categorical pattern
 - ▶ Each main point is a subtopic of the speech topic
 - ▶ Can be arranged in any order
 - ▶ Order should still be given consideration

Arranging Speech Points Using the Narrative Pattern

- Narrative pattern of arrangement
 - ▶ Speech consists of a story
 - ▶ Includes character, settings, plot, and imagery
 - ▶ May incorporate elements of other designs
 - ▶ Requires thesis, preview, main points, transitions