Organizing the Body of the Speech

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Strategic Organization

Putting a speech together in a particular way to achieve a particular result with a particular audience.

Main Points

The major points developed in the body of a speech.

Tips for Preparing Main Points

- **Keep main points separate**

- **Try to use the same pattern of wording for main points**

- **Balance the amount of time devoted to main points**

Chronological Order

A method of speech organization in which the main points follow a time pattern.

Chronological Order

Specific Purpose: To inform my audience how the Great Wall of China was built.

Main Points:

I.   Building of the Great Wall began during the Qin dynasty of 221-206 B.C.

II. New sections of the Great Wall were added during the Han dynasty of 206 B.C.-220 A.D.

III. The Great Wall was completed during the Ming Dynasty of 1368-1644.

Spatial Order

A method of speech organization in which the main points follow a directional pattern.

Spatial Order

Specific Purpose: **To inform my audience about the structure of a hurricane.**

Main Points:

I. At the center of a hurricane is the calm, cloud-free eye.

II. Surrounding the eye is the eyewall, a dense ring of clouds that produces the most intense wind and rainfall.

III. Rotating around the eyewall are large bands of clouds and precipitation called spiral rain bands.

Causal Order

A method of speech organization in which the main points show a cause-effect relationship.

Causal Order

Specific Purpose: **To inform my audience about the possible causes for the collapse of Mayan civilization.**

Main Points: **I. Mayan civilization flourished for over a thousand years until 900 A.D., when it mysteriously began to disintegrate. (EFFECT)**

II. Scholars have advanced three major explanations for the causes of this disintegration. (CAUSE)

Problem-Solution Order

A method of speech organization in which the first main point deals with the existence and seriousness of a problem and the second main point presents a solution to the problem.

Problem-Solution Order

Specific Purpose: **To persuade my audience that legislation is needed to control the abuses of fraudulent charity fund-raisers.**

Main Points: **I. Fraudulent charity fund-raising has become a widespread national problem.**

II. The problem can be solved by a combination of government initiative and individual awareness.

Topical Order

A method of speech organization in which the main points divide the topic into logical and consistent subtopics.

Topical Order

Specific Purpose: **To inform my audience about the achievements of Ida Wells-Barnett.**

Main Points:

I. **As a teacher, Wells-Barnett spoke out against inferior school facilities for African-American children.**

II. **As a journalist, Wells-Barnett campaigned against lynching.**

III. **As a civic organizer, Wells-Barnett helped found the NAACP.**

Tips for Preparing Main Points

- **Keep main points separate**

- **Use the same pattern of wording for main points**

- **Balance the time devoted to main points**

Supporting Materials

The materials used to support a speaker's ideas.

Connective

A word or phrase that connects the ideas of a speech and indicates the relationship between them.

Types of Connectives

- **Transition**

- **Internal preview**

- **Internal summary**

- **Signpost**

Transition

A word or phrase that indicates when a speaker has finished one thought and is moving on to another.

Transitions

- **<u>Now that we have seen</u> how drinking too much is a serious problem for students and their communities, <u>let us look at</u> some causes.**

- **<u>So much for</u> the present; <u>what about</u> the future?**

Internal Preview

A statement in the body of the speech that lets the audience know what the speaker is going to discuss next.

Internal Preview

"In discussing how Asian Americans have been stereotyped in the mass media, we'll look first at the origins of the problem and second at its continuing impact today."

Transition Combined with an Internal Preview

(Transition): Now that we have seen how serious the problem of faulty credit reports is, let's look at some solutions.

(Internal Preview): I will focus on three solutions—instituting tighter government regulation of credit bureaus, holding credit bureaus financially responsible for their errors, and giving individuals easier access to their credit reports.

Internal Summary

A statement in the body of the speech that summarizes the speaker's preceding point or points.

Internal Summary

"In short, palm reading is an ancient art. Developed in China more than 5,000 years ago, it was practiced in classical Greece and Rome, flourished during the Middle Ages, survived the Industrial Revolution, and remains popular today."

Signpost

A very brief statement that indicates where a speaker is in the speech or that focuses attention on key ideas.

Signposts

The first cause of this problem is inefficient agricultural production.

The second cause is recurrent drought in the affected countries.

The final cause is mismanagement of available food resources by local leaders.