Public Speaking Lecture Notes Week 7

Chapter 12

Organizing the Speech

Organizing the speech is the strategic process of deciding how to order speech points into a coherent and convincing pattern for your topic and audience. Outlining is the physical process of plotting those speech points on the page in hierarchical order of importance. An outline is an essential tool that lets you check for logical inconsistencies in the placement of speech points and pinpoint weaknesses in the amount and kind of support for them.

Beyond the Speech: Organizing as a Life Skill

➢ Skill in arranging and outlining information can have a far-reaching positive effect on many aspects of your academic and professional life.

➢ Nearly all professional-level jobs, require you to prepare well-organized written and oral reports, PowerPoint presentations and so forth.

Parts of a Speech

A speech structure is composed of just three general parts: an introduction, a body, and a conclusion.

❖ The **introduction** establishes the purpose of the speech and shows its relevance to the audience. It lets listeners know where the speaker is taking them.

❖ The **body** presents main points that are intended to fulfill the speech purpose. Main points are developed with various kinds of supporting material to fulfill this purpose.

❖ The **conclusion** ties the purpose and the main points together. It brings closure to the speech by restating the purpose and reiterating why it is relevant to the audience, and by leaving audience members with something to think about.

Use Main Points to Express Key Ideas

❖ Main points, express the key ideas and major themes of the speech.
  ➢ Their function is to represent each of the main elements of claims being made in support of the speech thesis.
  ➢ The first step is to identify the central ideas and themes of the speech.
  ➢ What are the most important ideas you want to convey?
  ➢ What is the thesis?
  ➢ What central ideas emerge from you research?
  ➢ What ideas can you substantiate with supporting material?

❖ **Let the Speech Thesis and Purpose Guide You**
  ➢ You can use the specific purpose and thesis statements as a reference points to help generate main points.
  ➢ Specific purpose statement expresses the goal of the speech.
  ➢ The thesis statement expresses the speech's theme or central idea.
    ▪ The main points should flow directly from these two statements.

❖ **Restrict the Number of Main Points.**
  ➢ Research has shown that many audiences can comfortably take in only between two and seven main points.
  ➢ For most speeches, and especially those delivered in the classroom, between two and five main pints should be sufficient.
    ▪ The fewer main points in a speech, the greater are the odds that you will keep your listeners' attention.
  ➢ Listeners have a better recall of the main points made at the beginning of a speech (Primacy effect), and at the end of a speech (the Recency effect).

- ➢ If you find you have too many main points while organizing your speech, consider whether your topic is sufficiently narrow.
- ❖ **Restrict Each Main Point to a Single Idea.**
  - ➢ A main point should not introduce more than one idea. If it does, split it into two (or more) main points.
  - ➢ Strive to state your main points in parallel form – that is in similar grammatical form and style.

Use Supporting Points to Substantiate Your Claims

- ❖ **Supporting Points**
  - ➢ Represent the supporting material or evidence you have gathered to explain (in an informative speech) or justify (in a persuasive speech) the main points.
  - ➢ It is here that you substantiate or prove your thesis with examples, narratives, testimony, and facts and statistics.
  - ➢ Listeners respond most favorably to a variety of supporting materials.
  - ➢ Alternating among different types of supporting material builds credibility while simultaneously appealing to listeners' different learning styles.
  - ➢ To determine whether they have the right amount and kind of supporting points, check them against a series of questions used by journalist:
    - ▪ who (did it),
    - ▪ what (did they do),
    - ▪ when (did they do it,
    - ▪ where (did it occur),
    - ▪ why (did it happen), and
    - ▪ how (did it happen)
  - ➢ Supporting points appear in a subordinate position to main points. This is indicated by indentation.

Pay Close Attention to Coordination and Subordination

- ❖ **Outlines are based on the principles of coordination and subordination.**
  - ➢ Refer to the logical placement of ideas relative to their importance to one another.
    - ▪ Ideas that are coordinate are given equal weight.
    - ▪ An idea that is subordinate to another is given relatively less weight.
  - ➢ As you review your outline, evaluate whether any of your main points more properly belong as sub-points to other main points.

Strive for a Unified, Coherent, and Balanced Outline.

A well-organized speech is characterized by unity, coherence, and balance.

- ❖ **Unity**
  - ➢ A speech exhibits unity when it contains only those points that are implied by the purpose and thesis statements.
  - ➢ Nothing is extraneous or tangential.
    - ▪ Each main point supports the thesis
    - ▪ Each supporting point provides evidence for the main points
    - ▪ Each sub-point supports each supporting point
    - ▪ Each point focuses on a single idea
- ❖ **Coherence**
  - ➢ A speech exhibits coherence when it is organized clearly and logically, using the principles of coordination and subordination.
    - ▪ Body should follow logically from the introduction.
    - ▪ Conclusion should follow logically from the body.
    - ▪ Main points should follow logically from the thesis statement
    - ▪ Supporting points should follow logically from the main points.
    - ▪ Transitions serve as logical bridges that help establish coherence.
- ❖ **Balance**
  - ➢ One common mistake inexperienced speakers make is to give overly lengthy coverage to one point and insufficient attention to others.

- ➢ Another mistake is to give scanty evidence in the body of the speech after presenting an impressive introduction.
- ➢ Another error is jumping right into speech without properly introducing the topic.
- ➢ The principle of *balance* suggests that appropriate emphasis or weight be given to each part of the speech relative to the other parts of the theme.
- ➢ The body of the speech should always be the longest part, and the introduction and the conclusion should be roughly the same length.
    - ▪ Stating the main points in parallel form is one aspect of balance.
    - ▪ Assigning each main point at least two supporting points is another.

Use Transitions to Give Direction to the Speech

- ➢ Transitions are words, phrases, or sentences that tie the speech ideas together and enable the speaker to move smoothly from one point to the next.
- ➢ Transitions provide consistency of movement form one point to the next and cue the audience that a new point will be made.
- ➢ Transitions can take the form of full sentences, phrases, or single words.
- ❖ **Use Transitions between Main Points.**
    - ➢ When moving from one main point to another, full-sentence transitions are especially effective.
    - ➢ Transition from one point to the next by first restating the points just covered and then previewing the material to be covered next "restate-forecast" transition.
        - ▪ Rhetorical question – make the audience think.
        - ▪ Use Transitions between Supporting Points.
- ❖ **Use Transitions between Supporting Points**
    - ➢ Transitions between supporting points can also be handled with full sentences or with phrases or single words.
- ❖ **Use Preview and Summaries as Transitions.**
    - ➢ Previews are transitions that tell the audience what to expect next.

- Internal previews alert audience members to a shift from one main point or idea to another.
- Internal Summary draws together ideas before the speaker proceeds to another speech point.
  - Help listeners review and evaluate the thread of the theme thus far.

Chapter 13

Types of Organizational Arrangements

Once you have selected the main points for your speech, you must decide on a type of organizational arrangement (or combination of arrangements) for them. Here we look at seven commonly used patterns for all forms of speeches:

- As you review these organizational designs, bear in mind that there are multiple ways to organize a speech.
- Each method communicates something different, even if the topic is the same.
- Studies confirm that the way you organize your ideas affects your audience's understanding of them.
- Your goal should be to choose one that your audience can easily follow **and** that **will best achieve your speech purpose.**

Arranging Speech Points Chronologically

- The Chronological pattern of arrangement follows the natural sequential order of the main points.
  - To switch points around would make the arrangement appear unnatural and might confuse the audience.
  - Topics that describe a series of events in time or develop in line with a set pattern of actions or tasks call out to be organized according to a chronological pattern or arrangement.

- A speech describing the development of the World Wide Web, for example, calls for a chronological, or time-ordered, sequence of main points: (See p 195)

Arranging Speech Points Using a Spatial Pattern

- ➤ When describing the physical arrangement of a place, a scene, or an object, logic suggests that the main points be arranged in order of their physical proximity or direction relative to each other. This calls for spatial pattern or arrangement.
- ➤ Acts 1:8
  - "But you will receive power when the Holy Spirit comes on you and you will be my witnesses in Jerusalem, and in all Judea and Samaria and to the ends of the earth."

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

- ➤ Some speech topics represent cause-effect relationships. The main points in a causal (cause-effect) pattern or arrangement usually take the following form:
  - Cause
  - Effect
- ➤ Sometimes a topic can be discussed in terms of multiple causes for a single effect, or a single cause for multiple effects
- ➤ Some topics are best understood by presenting listeners with the effect(s) first and the cause(s) subsequently.

Arrange Speech Points Using a Problem-Solution Pattern

- ➤ The problem-solution pattern of arrangement organizes main points both to demonstrate the nature and significance of a problem and to provide justification for a proposed solution.
- ➤ This type of arrangement can be as general as two main points:
  - Problem (define what it is)

- Solution (offer a way to overcome the problem)
➢ Many problem-solution speeches require more than two points to adequately explain the problem and to substantiate the recommended solution:

Arrange Speech Points Topically

➢ When each of the main points is a subtopic or category of the speech topic, the topical patter of arrangement may be most appropriate.
➢ Consider preparing and informative speech about choosing Chicago as a place to establish a career.
- You plan to emphasize three reasons for choosing Chicago:
  - the strong economic climate of the city,
  - its cultural variety,
  - and its accessible public transportation.
➢ Since these three points are of relatively equal importance, they can be arranged in any order without negatively affecting one another.
➢ You may decide to arrange the points in ascending or descending order according to their relative importance complexity, or timeliness.
➢ Topical arrangements give you the greatest freedom to structure main points according to how you wish to present your topic.

Arranging Speech Points Using a Narrative Pattern

➢ In the narrative pattern or arrangement, the speech consists of a story or a series of short stories, replete with characters, settings, plot, and vivid imagery.
➢ In practice, a speech built largely upon a story is likely to incorporate elements of other designs described in this chapter.
- You might organize the main points of the story in an effect-cause design, in which you first reveal why something happened

(such as a drunken driving accident) and then describe the
events that led up to the accident (the causes).

➢ Simply telling a story is no guarantee of giving a good speech.

Arranging Speech Points Using a Circular Pattern

➢ Circular pattern arrangement. You develop one idea, which leads
to another, which leads to a third, and so forth, until you arrive back
at the speech thesis.

Sub-points Need Not Match the Patter of Main Points

➢ Once you select an organization arrangement, you can proceed to
flesh out the main points with subordinate ideas. The pattern of
organization you select for your sub-points need not always follow
the pattern you select for your main points. Keep you main points in
one pattern, but feel free to use other patterns for sub-points when t
makes sense to do so.

Chapter 14

Outlining the Speech

Outlines are enormously helpful in putting together a speech, providing a
framework within which to organize your research and a blueprint for your
presentation.

Plan on Creating Two Outlines

➢ Working outline is to organize and firm up main points and, using the
evidence you've collected, develop supporting points to
substantiate them. It is at this point that you decide what

supporting material you want to keep or need to add, and how it can best demonstrate your central idea.
  - ➢ Speaking outline is the one you will use when you are practicing and actually presenting the speech. Contain your ideas in condensed form, are much briefer than working outlines.
- ❖ **Use Sentences, Phrases, or Key Words**

Speeches can be outlined in complete sentences, phrases or key words.

- ❖ **THE SENTENCE OUTLINE FORMAT**
  - ➢ Sentence outlines represent the full "script," or text, of the speech.
  - ➢ In a sentence outline, each main and supporting point is stated in sentence form as a declarative sentence.
  - ➢ Often, these sentences are stated in much the same way the speaker wants to express the idea during delivery.
- ❖ **THE PHRASE OUTLINE FORMAT**
  - ➢ Phrase outline uses partial construction of the sentences form of each point.
  - ➢ The idea is the speaker is so familiar with the speech that a glance at a few words associated with each point will serve as a reminder of exactly what to say.
- ❖ **THE KEYWORD OUTLINE FORMAT**
  - ➢ Key-word outline, each speech point contains just a few cue words to spur your memory.
- ❖ **Use a Key-Word Outline for Optimal Eye Contact**
  - ➢ The less you rely on your outline notes, the more eye contact you can have with audience members.
  - ➢ Eye contact is essential to the successful delivery of a speech.
  - ➢ Key-word or phrase outlines are recommended over sentence outlines in delivering most speeches
  - ➢ Key-word outlines permit:
    - ▪ The greatest degree of eye contact,
    - ▪ Greater freedom of movement,
    - ▪ Better control of your thoughts and actions.
    - ▪ They are also less conspicuous to the audience.
  - ➢ Sentence outlines permit the lease amount of eye contact.

Create a Working Outline First

- ➢ Begin drafting your speech with a working outline.
- ➢ The completed working outline will give you confidence that you've satisfactorily fleshed out your ideas.
- ➢ Instead of worrying about whether you will have enough to say, or whether your speech will be well organized, you'll have an accurate picture of what you'll be able to communicate.
- ➢ Rather than writing out the speech word for word, use full sentences for the main points and phrases for sub-points.
- ❖ **Separate the Introduction and Conclusion from the Body**
  - ➢ Prepare the body of the speech before the introduction and the conclusion
  - ➢ Keep the introduction and conclusion separate from the main points.
  - ➢ The introduction is the preface; the conclusion is the epilogue.
  - ➢ In outlines, treatments of the introduction can vary.
    - ▪ You can use such labels as Attention Getter, Thesis, Credibility Statement, and Preview.
    - ▪ Alternatively, you may prefer to assign the introduction its own numbering system or simply write it out in paragraph format.
  - ➢ In the conclusion you can indicate
    - ▪ Where you signal the close of the speech,
    - ▪ Summarize main points,
    - ▪ Reiterate the thesis and purpose and
    - ▪ Leave the audience with something to think about
    - ▪ Offer a call to action
  - ➢ Again, assign it its own numbering system or write it out.
- ❖ **List Your Sources**
  - ➢ As you work on the outline, clearly indicate to yourself where speech points require source credit.
  - ➢ Directly after the point, insert a footnote or enclose in parentheses enough of the reference to be able to retrieve it in full.
  - ➢ Once you complete the outline, prepare a bibliography.

- Order the references alphabetically and place them on a sheet titled "Works Cited".
- **Create a Title**
  - As the last step, assign the speech a title that informs the audience of the subject in a way that invites them to listen to or read it.
  - Neatly crafted titles communicate the essence of a speech.
- **Sample Working Outline**

(**Refer to pp 206 – 210**)

Preparing the Speaking Outline

- Using the same numbering system as the working outline, condense the full sentences into keywords or phrases, using just enough words to job your memory
- When exact wording is critical to an accurate representation of your speech material, you may want to write it out in full sentences.
- **Indicate Delivery Cues**
  - Include in the speaking outline any delivery cues that will be part of the speech.
- **Practice the Speech**
  - The key to the successful delivery of any speech, and particularly one delivered with an outline in a phrase or key-word format, is practice.
- **Sample Speaking Outline**

(**Refer to pp 212-215**)