



Speech Structure and Outlining



Chapter Topics



- Main Ideas
- Organizational Patterns
- Introductions
- Conclusions
- Outlining
- Preparation Outline
- Speaking Outline
- Sample Outline Structure
- Sample Preparation Outline
- Sample Speaking Outline
- Connectives

Main Idea



- When I am finished with my speech, I want my audience to know _____.

- Clear Introduction
- Easy-to-follow middle
- Satisfying conclusion

MAIN IDEA: *When I'm finished my speech, I want my audience to know that Walt Disney spent much of life failing before he succeeded.*

Organizational Patterns



- Chronological
- Spatial
- Cause-effect
- Problem-Solution
- Topical
- Recency
- Primacy
- Monroe's Motivated Sequence
- Compare-Contrast



Chronological



According to time...

MAIN IDEA: *When I'm finished my speech, I want my audience to know that Walt Disney spent much of life failing before he succeeded.*

BODY:

- I. Disney's early years were impacted by war. (1901-1918)**
- II. Disney's early cartoons were a string of failures. (1919-1928)**
- III. Disney's successes were unpredictable. (1929-1966)**

Spatial

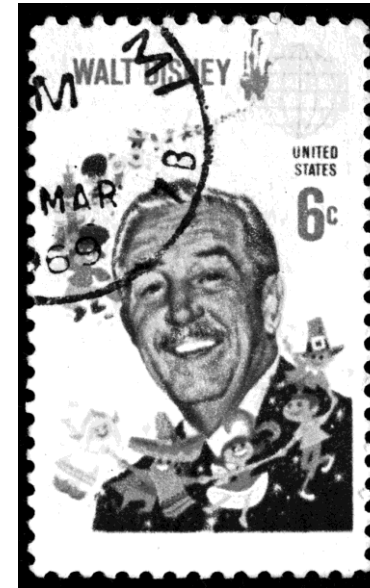


According to direction...

MAIN IDEA: *When I'm finished my speech,
I want my audience to know that there are five main sections
of the Magic Kingdom.*

BODY:

- I. Main Street, USA
- II. Tomorrow Land
- III. Fantasy Land
- IV. Liberty Square
- V. Frontier Land



Cause - Effect



Shows relationship between things and their impact

Good for persuasive speeches

BODY

I. What causes skin cancer?

II. What happens to a person who has skin cancer?

Problem-Solution



Discussing the problem as well as the solution

Good for persuasive speeches

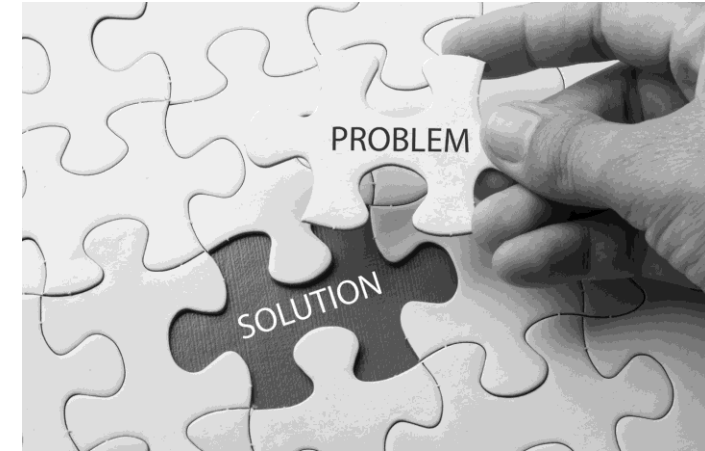
BODY

I. Problem: Rising levels of obesity in America

- A. Increased medical problems in children
- B. Earlier death in obese adults
- C. Rising costs of health-care associated with obesity

II. Solution: Make eating healthy easier

- A. Decrease the prices of healthy food
- B. Take junk food out of schools



Topical



Divided into sub-topics

BODY:

- I. Chinese wedding attire**
- II. Chinese wedding banquet**
- III. Post-wedding rituals**

MAIN IDEA: *When I'm finished with my speech, I want my audience to know that marriage rituals are different in China than in the United States.*



Recency



Best arguments and evidence come last



Primacy



Best arguments and evidence are presented first



Monroe's Motivated Sequence



Attention
Need
Satisfaction
Visualization
Action

Compare-Contrast



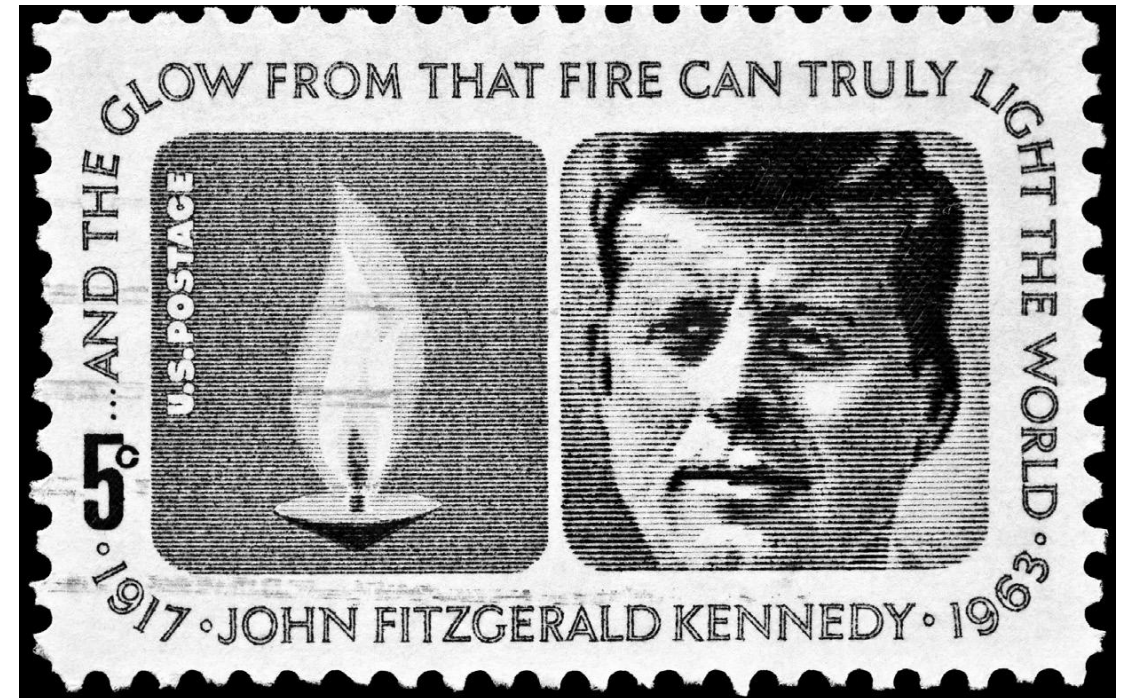
Comparing two things throughout the speech





The Introduction

1. Get attention of audience
2. Establish credibility
3. Relate to the audience
4. Reveal the main idea
5. Preview the body of the speech



Get Attention of Audience



- Share a startling fact or statistic
- Use a relevant quotation
- Tell a humorous story or joke
- Use a real hypothetical illustration
- Ask a question



Establish Credibility



Explain why you are an expert on your topic



Relate to Your Audience



What is in it for them?

How will your information benefit them?



Reveal the Main Idea



Clearly explain the topic you are presenting



Preview the Body of the Speech



Help listeners stay on track





The Conclusion

- Signal ending/Summarize main points
- Refer back to introduction
- Reinforce the main idea of the speech



Signal Ending/Summarize Main Points



- Transitional word or phrase
 - Finally
 - Concluding my speech
 - To close
- Re-state main points that you summarized in the introduction

Refer Back to Introduction



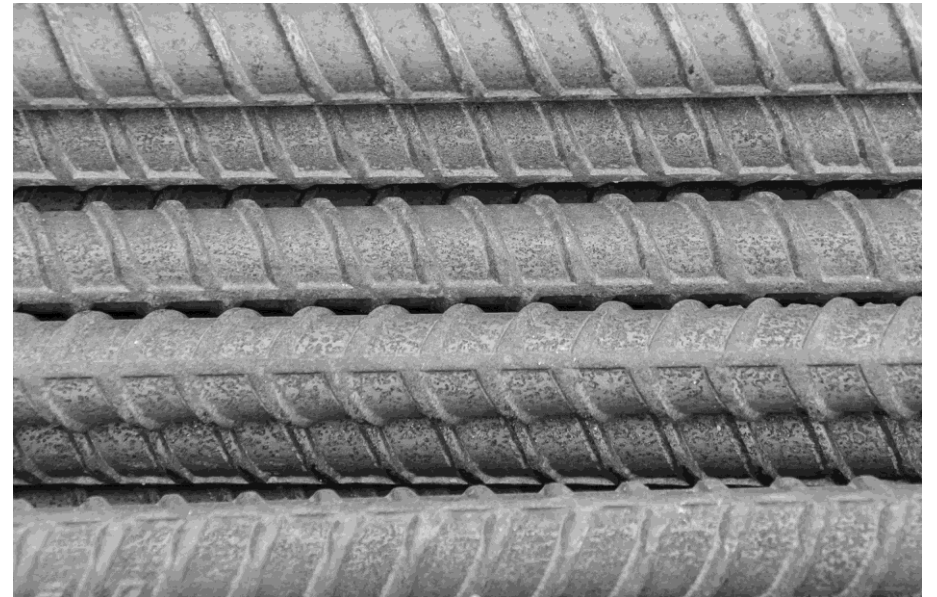
Whatever you used as an attention getter in your introduction should be referred to again...



Reinforce Main Idea of Speech



- Final impression
- Remind audience about purpose of speech



Preparation Outline



- Label all sections: Introduction, Body, Conclusion
- Symbols: Main Points (Roman Numerals), Sub-points (Capital Letters), Sub-sub-points (Numbers)
- Indentation
- Full sentences and transitions
- Complete reference list (works cited page)

Speaking Outline



- Key words and brief phrases
- Only to prompt you when you are speaking
- Reminders/speaking notes

pause.
look up!

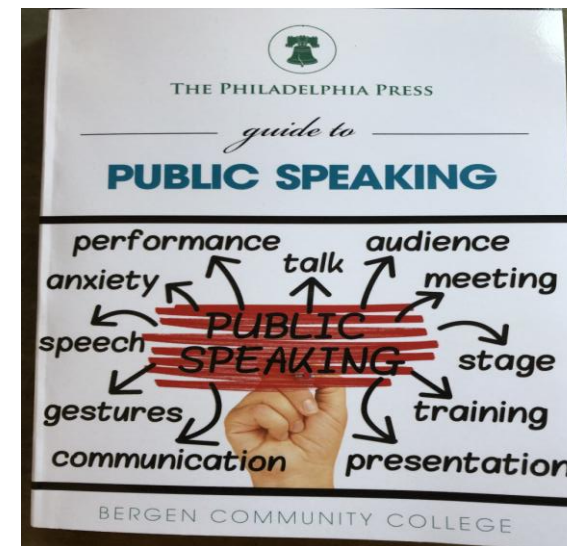
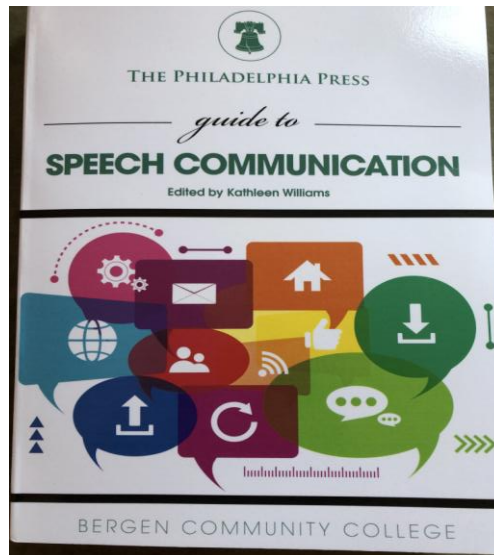
SMILE!

Sample Preparation Outline

Sample Speaking Outline



Please see the textbook for samples!



Connectives/Transitions



- Connections that help things flow from one point to next
- Assist audience in following speaker
 - Transitions
 - Sign-posting
 - Internal previews
 - Internal summaries
 - Parallel structure
 - Balance

