


# PUBLIC SPEAKING

## Lecture's Notes 6: Organizing Your Speech

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- ▶ Organizing the main ideas of your speech in a logical way will help audience members follow, understand, and remember these ideas.
  - ▶ Significant psychological and communication research has been done about how an audience needs and desires clear organization in a speech as they listen.

# Why need a speech organization?

- ▶ We have limits as to how many categories of information we can keep in mind.
- ▶ The categories of information should be distinct, different, and clear.
- ▶ You will gain more credibility as a speaker

# Organizing Your Main Ideas

Topical

Chronological

Spatial

Causal

Problem-  
solution

# Organizing Ideas Topically

- ▶ If your central idea has natural divisions, you can often organize your speech topically.

- ▶ “types of,” “kinds of,” “sorts of,” or “categories of.”

Specific Purpose	To inform a group of college students about the uses and misuses of Internet dating
Main Points	I. Define and describe Internet dating.
	II. Explain some strategies to enhance your Internet dating experience.
	III. List some warning signs to look for in potential online dates.

- ▶ You may organize your main points based on one of three principles: primacy, recency, or complexity.

# Organizing main points

- ▶ The principle of primacy suggests that you discuss your most important or convincing point first in your speech. The beginning of your speech can be the most important position if your listeners are either unfamiliar with your topic or hostile toward your central idea.
- ▶ According to the principle of recency, the point that was discussed last is the one audiences will remember best. If your audience is at least somewhat knowledgeable about and generally favorable toward your topic and central idea, you should probably organize your main points according to recency.
- ▶ If your main ideas range from simple to complicated, it makes sense to arrange them in order of complexity, progressing from the simple to the more complex.



## Primacy

- Most important point first

## Recency

- Most important point last

## Complexity

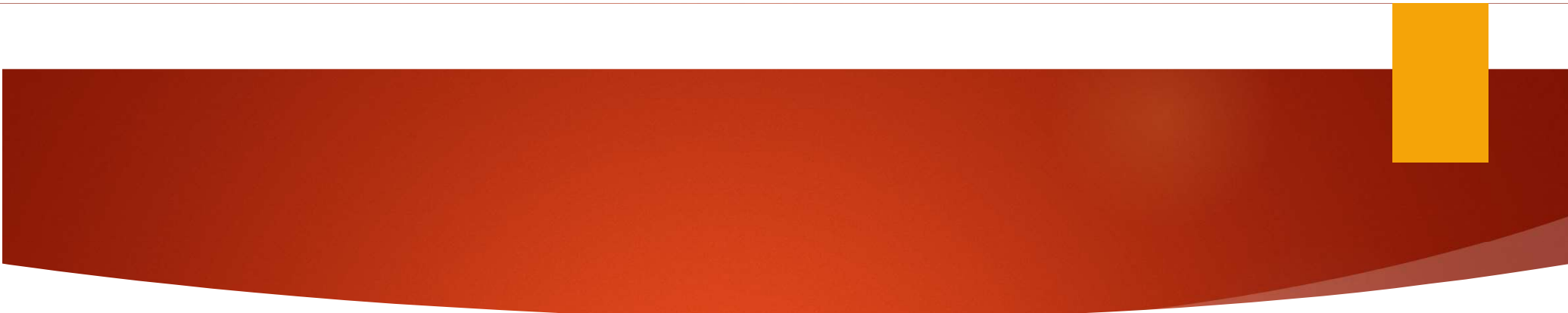
- Simplest point first, most complex point last

# Ordering Ideas Chronologically

- ▶ Chronological organization is organization by time; ordered according to when each occurred or should occur.
- ▶ Chronological speeches that refer to processes can be given for two reasons:
  - ▶ For understanding
  - ▶ For action or instruction

# Ordering Ideas Chronologically

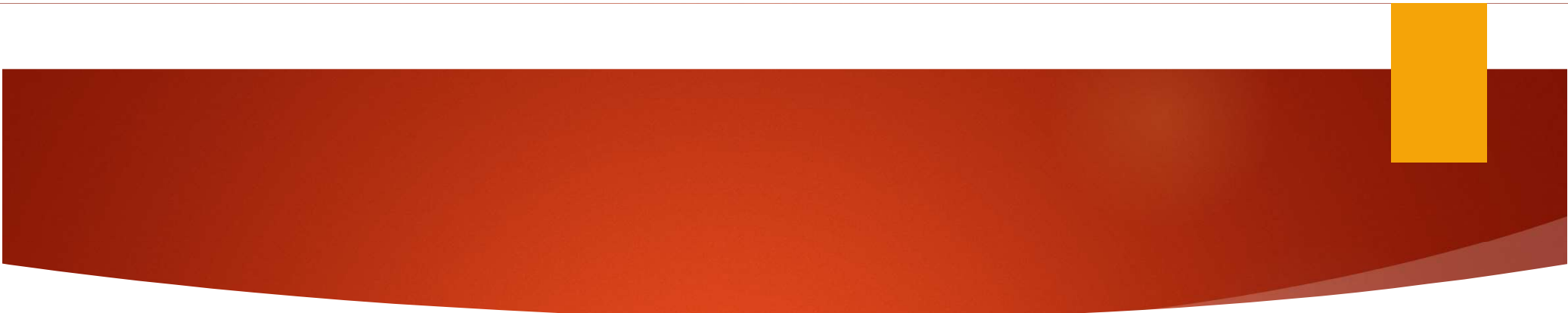
Specific Purpose	To inform my audience about the books written by Winston Churchill
Main Points	I. Examine the style and content of Winston Churchill's writings prior to World War II.
	II. Examine the style and content of Winston Churchill's writings during World War II.
	III. Examine the style and content of Winston Churchill's writings after World War II.

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- ▶ In this example, we're looking at the writings of Winston Churchill in relation to World War II (before, during, and after). By placing his writings into these three categories, we develop a system for understanding this material based on Churchill's own life. Note that you could also use reverse chronological order and start with Churchill's writings after World War II, progressing backward to his earliest writings.

# Organizing Ideas Spatially

- ▶ Spatial pattern is an organizational pattern for speeches in which the main points are arranged according to movement in space or direction.

Specific Purpose	To explain to a group of college biology students how the urinary system works
Main Points	I. Locate and describe the kidneys and ureters.
	II. Locate and describe the bladder.
	III. Locate and describe the sphincter and urethra.

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- ▶ In this example, we still have three basic spatial areas. If you look at a model of the urinary system, the first step is the kidney, which then takes waste through the ureters to the bladder, which then relies on the sphincter muscle to excrete waste through the urethra. All we've done in this example is create a spatial speech order for discussing how waste is removed from the human body through the urinary system. It is spatial because the organization pattern is determined by the physical location of each body part in relation to the others discussed.

# Organizing Ideas to Show Cause and Effect

- ▶ The causal speech pattern is used to explain cause-and-effect relationships.
- ▶ When you use a causal speech pattern, your speech will have two basic main points: cause and effect.

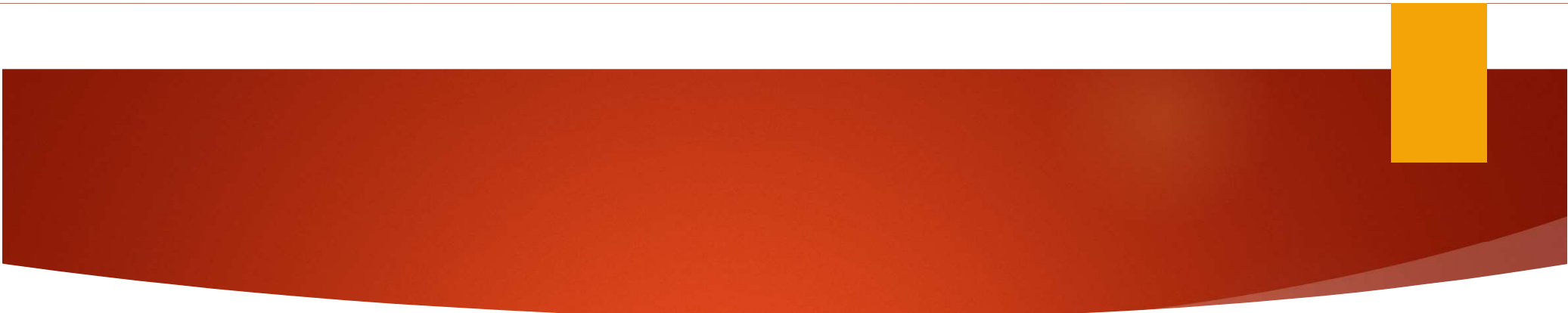


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Specific Purpose	To inform my audience about the problems associated with drinking among members of Native American tribal groups
Main Points	I. Explain the history and prevalence of drinking alcohol among Native Americans.
	II. Explain the effects that abuse of alcohol has on Native Americans and how this differs from the experience of other populations.

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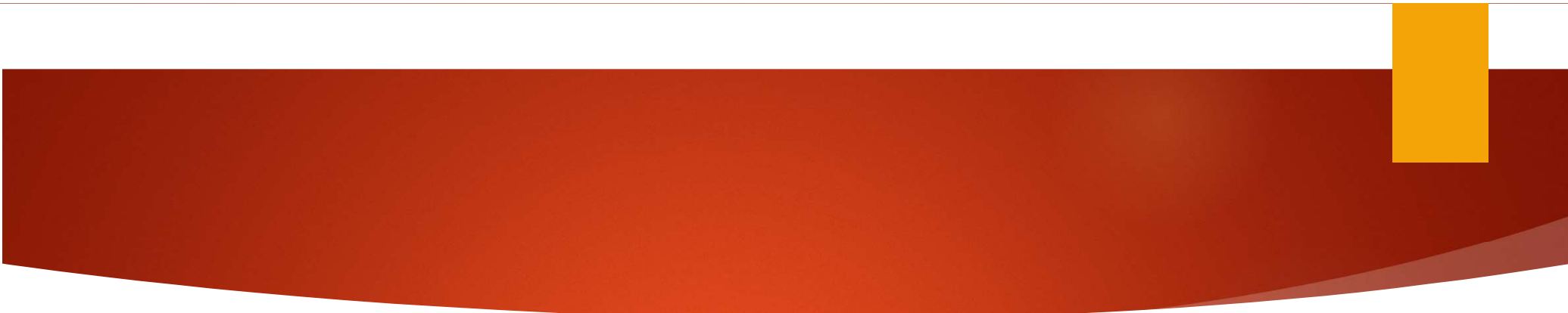
Specific Purpose	To inform local voters about the problem of domestic violence in our city
Main Points	I. Explain that there are significantly more arrests for domestic violence in our city than in cities of comparable size in our state.
	II. List possible causes for the difference, which may be unrelated to the actual amount of domestic violence.

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- ▶ **[Table 1]** In this case, the first main point is about the history and prevalence of drinking alcohol among Native Americans (the cause). The second point then examines the effects of Native American alcohol consumption and how it differs from other population groups.
  - ▶ **[Table 2]** In this example, the possible causes for the difference might include stricter law enforcement, greater likelihood of neighbors reporting an incident, and police training that emphasizes arrests as opposed to other outcomes. Examining these possible causes may suggest that despite the arrest statistics, the actual number of domestic violence incidents in your city may not be greater than in other cities of similar size.

# Organizing Ideas to Show Cause and Effect

- ▶ If you want to discuss why a problem exists or what its effects are, you will probably organize your speech according to cause and effect.
- ▶ In this format you describe a problem, identify what you believe is causing the problem, and then recommend a solution to correct the problem.

Specific Purpose	To persuade a civic group to support a citywide curfew for individuals under the age of eighteen
Main Points	I. Demonstrate that vandalism and violence among youth is having a negative effect on our community.
	II. Show how vandalism and violence among youth go up after 10:00 p.m. in our community.
	III. Explain how instituting a mandatory curfew at 10:00 p.m. would reduce vandalism and violence within our community.

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- ▶ In this speech, the speaker wants to persuade people to pass a new curfew for people under eighteen. To help persuade the civic group members, the speaker first shows that vandalism and violence are problems in the community. Once the speaker has shown the problem, the speaker then explains to the audience that the cause of this problem is youth outside after 10:00 p.m. Lastly, the speaker provides the mandatory 10:00 p.m. curfew as a solution to the vandalism and violence problem within the community. The format for speeches generally lends itself to persuasive topics because the speaker is asking an audience to believe in and adopt a specific solution.

# Integrating Your Supporting Material

- ▶ You might realize that in support of your second main idea, you have an illustration, two statistics, and an opinion. In what order should you present these items?
- ▶ Supporting materials are referred to as the “meat” on the bones of the outline.

# Organizing Supporting Materials

Primacy

Recency

Specificity

Complexity

Soft-to-hard  
evidence

# Primacy or recency


- ▶ These patterns are used so frequently to arrange supporting materials.
- ▶ Suppose that you have several statistics to support a main point. All are relevant and significant, but one is especially gripping.

*The effort to build brand loyalty begins early. Here is an example of that in Africa—a young man wearing a hat with a cigarette brand logo. . . .*

*Look at this innocent baby wearing a giant Marlboro logo on his shirt. . . .*

*Notice how this ad links smoking to American values that are attractive to third-world kids—wealth, sophistication, and urbanity. It also shows African Americans living the American Dream. If you're a poor kid in Africa, this image can be very powerful.*

*And finally, this one from Bucharest, Romania, which is my favorite. When the Berlin Wall came down, no one rushed into Eastern Europe faster than the tobacco industry. Here you can see the Camel logo etched in the street lights. In my opinion, this is one of the most disturbing examples of the public sector partnering with private industry to the detriment of its citizens.*



It is evident that Seffrin applied the principle of recency to his examples, as he identifies the final one as “my favorite” and “one of the most disturbing.” The principle of primacy or recency can also be applied to groups of statistics, opinions, or any combination of supporting material.

# Complexity

- ▶ In many situations, it makes sense to start with the simplest ideas that are easy to understand and work up to more complex ones.

*The sun produces storms on its surface in eleven-year cycles. During solar maximum, these storms will make their presence known to the land-bound public through electrical blackouts and disruptions in radio broadcasts. These storms cause the sun to throw off electrically charged ions that, combined with charged particles, enter the Earth's atmosphere from outer space. This is known collectively as cosmic radiation.*

In her speech on solar radiation, Nichole's supporting materials include explanations of two effects of solar storms. She presents the simpler explanation first—of electrical blackouts and disruptions in radio broadcasts—and then goes on to the more complex explanation of cosmic radiation

# Soft Evidence To Hard Evidence.

- ▶ Soft evidence rests on opinion or inference.
- ▶ Hypothetical illustrations, descriptions, explanations, definitions, analogies, and opinions are usually considered soft.
- ▶ Hard evidence includes factual examples and statistics.



*Illustration (soft evidence)*

*An article in the Christian Science Monitor Web site of August 24, 2012, describes how a South Korean exchange student suffocated in a Southern California beach sand pit that he had dug with fellow students and staff from the small California college he attended.*

*Expert testimony (soft evidence)*

*Father and son physicians Dr. Bradley Maron and Dr. Barry Maron explain that the unstable walls of a sand hole can unexpectedly collapse, leaving no evidence of a victim's location.*

*Statistic (hard evidence)*

*During the decade between 1997 and 2007, 52 documented accidents occurred in dry-sand holes dug for recreational purposes.*

# Integrating Supporting Material: Summary

- ▶ Primacy: Most important material first
- ▶ Recency: Most important material last
- ▶ Specificity: From specific information to general overview or from general overview to specific information
- ▶ Complexity: From simple to more complex material
- ▶ Soft to hard evidence: From opinion or hypothetical illustration to fact or statistic

# Signposting

- ▶ Your next task is to develop signposts—organizational cues for your audience's ears.
- ▶ Three types of signposts can serve as glue to hold your speech together: transitions, previews, and summaries.

# Preview

- ▶ A preview is a statement of what is to come.
  - ▶ It “tells them what you’re going to tell them,” building anticipation of an important idea.
- ▶ Two ways of previewing your ideas:
  - ▶ Initial preview
  - ▶ Internal preview

# Initial Preview

- ▶ *A statement of what the main ideas of the speech will be. It is usually presented in conjunction with the central idea at or near the end of the introduction as a blueprint for the speech.*
  - ▶ *“While patents are a good idea in principle, in practice they have turned into a disaster. First, I’ll take you on a tour of our broken patent system. Then I’ll walk you through the havoc it wreaks on us, our economy, and our future. Finally, we’ll explore hope in potential solutions. . . “*

# Internal Previews

- ▶ An internal preview introduces and outlines ideas that will be developed as the speech progresses.
  - ▶ “. . . the question remains, what can we do, as potential travelers and potential victims, to protect ourselves?”

# Transitions

- ▶ A transition is a verbal or nonverbal signal that a speaker has finished discussing one idea and is moving to another.
- ▶ When you deliver a speech, you can use verbal and nonverbal transitions to move from a main idea to another main idea.

# Verbal Transitions

- ▶ A speaker can sometimes make a verbal transition simply by repeating a keyword from an earlier statement or by using a synonym or a pronoun that refers to an earlier key word or idea. This type of transition is often used to make one sentence flow smoothly into the next. Examples:
  - ▶ **In addition** to transitions, previews and summaries are also considered to be signposts.
  - ▶ **Not only** does plastic packaging use up our scarce resources; it contaminates them as well.
  - ▶ **In other words**, as women's roles have changed, they have **also** contributed to this effect.
  - ▶ **In summary**, Fanny Brice was the best-known star of Ziegfeld's Follies.
  - ▶ **Therefore**, I recommend that you sign the grievance petition.

# Nonverbal Transitions


- ▶ A speaker talking about the value of cardiopulmonary resuscitation began his speech with a powerful anecdote about a man who suffered a heart attack at a party. No one knew how to help, and the man died. The speaker then **looked up from his notes and paused while maintaining eye contact** with his audience. His next words were “The real tragedy of Bill Jorgen’s death was that it should not have happened.”
- ▶ His pause, as well as the words that followed, indicated a transition into the body of the speech. Like this speaker, most good speakers use a combination of verbal and nonverbal transitions to move from one point to another through their speeches.

# Summaries

- ▶ Like a preview, a summary, or recap of what has been said, provides additional exposure to a speaker's ideas and can help to ensure that audience members will grasp and remember them.

# Final Summary


- ▶ Final summary restates the main ideas of a speech and gives an audience their last exposure to those ideas. It occurs just before the end of a speech, often doing double duty as a transition between the body and the conclusion. Here is an example of a final summary from a speech on the U.S. Customs Service:
- ▶ *Today, we have focused on the failing U.S. Customs Service. We have asked several important questions, such as “Why is Customs having such a hard time doing its job?” and “What can we do to remedy this situation?” When the cause of a serious problem is unknown, the continuation of the dilemma is understandable. However, the cause for the failure of the U.S. Customs Service is known: a lack of personnel. Given that fact and our understanding that Customs is vital to America’s interests, it would be foolish not to rectify this situation.*

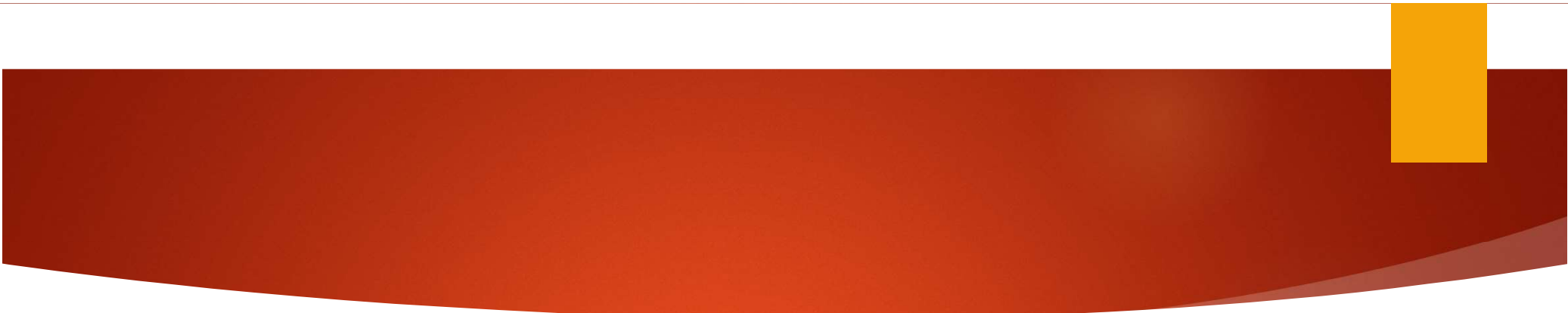
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- ▶ An internal summary occurs within the body of a speech; it restates the ideas that have been developed up to that point.
  - ▶ Internal summaries are often used in combination with internal previews to form transitions between major points and ideas.
    - ▶ *So now [that] we are aware of the severity of the disease and unique reasons for college students to be concerned, we will look at some steps we need to take to combat bacterial meningitis.*

# Outlining Your Speech

- ▶ Write your preparation outline in complete sentences like those you will use when delivering your speech.
- ▶ Use standard outline form.
- ▶ Write and label your specific purpose at the top of your preparation outline.
- ▶ Add the blueprint, key signposts, and an introduction and Conclusion to your outline

CORRECT OUTLINE FORM	
Rule	Example
1. Use standard outline numbers and letters.	I. A. 1. a. (1) (a)
2. Use at least two subpoints, if any, for each main idea.	I. A. B.
3. Properly indent main ideas, subpoints, and supporting material.	I. First main idea A. First subpoint of I 1. First subpoint of A 2. Second subpoint of A B. Second subpoint of I II. Second main idea

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- ▶ Write your preparation outline in complete sentences like those you will use when delivering your speech.
    - ▶ Unless you write complete sentences, you will have trouble judging the coherence of the speech. Moreover, complete sentences will help during your early rehearsals. If you write cryptic phrases, you might not remember what they mean.
  - ▶ Use standard outline form. Although you did not have to use standard outline form when you began to outline your ideas, you need to do so now.
    - ▶ Standard outline form lets you see at a glance the exact relationships among various main ideas, subpoints, and supporting material in your speech. It is an important tool for evaluating your speech as well as a requirement in many public-speaking courses.

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- ▶ Write and label your specific purpose at the top of your preparation outline.
    - ▶ Unless your instructor directs you to do otherwise, do not work the specific purpose into the outline itself. Instead, label it and place it at the top of the outline. Your specific purpose can serve as a yardstick by which to measure the relevance of each main idea and piece of supporting material. Everything in the speech should contribute to your purpose.
  
  - ▶ Add the blueprint, key signposts, and an introduction and Conclusion to your outline.
    - ▶ Place the introduction after the specific purpose, the blueprint immediately following the introduction, the conclusion after the outline of the body of the speech, and other signposts within the outline. Follow your instructor's guidelines for incorporating these elements into your numbering system.

# Developing Your Speaking Notes

- ▶ As you rehearse your speech, you will find that you need your preparation outline less and less. Both the structure and the content of your speech will become set in your mind. At this point, you are ready to prepare a shorter outline to serve as your speaking notes.
- ▶ Although your speaking notes should not be so detailed that you will be tempted to read rather than speak to your audience, this outline should provide detail sufficient to ensure that you can make your presentation as you have planned in your preparation outline. Format your speaking notes clearly.

# Developing Your Speaking Notes

- ▶ Choose your technology
- ▶ Use standard outline form
- ▶ Include your introduction and conclusion in abbreviated form
- ▶ Include your central idea but not your purpose statement
- ▶ Include supporting material and signposts
- ▶ Include delivery cues

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I. Problems

A. Ready accessibility

1. *CDC, 2013: Purchase has increased, espec. ages 20–24.*
2. *Shippensburg U Web, 2013: To meet requirement for making emergency contraception readily available to students, has provided vending machine for pill > 3 years.*
3. *Boston Globe, Jan. 2013: After visiting Shippensburg, FDA concluded that although not technically “over the counter,” the vending machine should stay.*

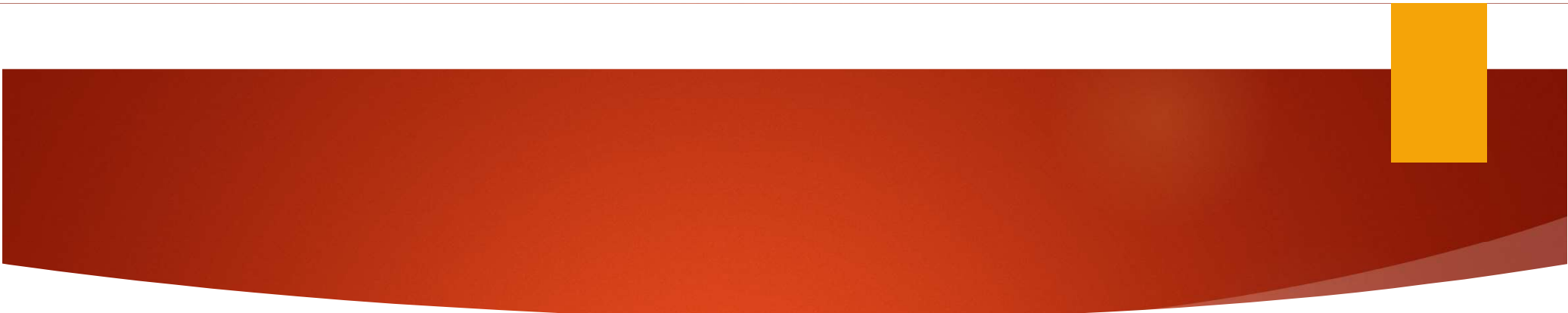
*(Pause; look at audience.)*


B. Heavy cost:


- *Guess on their own, or*
- *Don't know enough to use effectively.*
- *Drs. Chris Kahlenbom and Walter Severs, 2012 Cleveland Clinic Journal of Medicine: Misconceptions perpetuated by ease of access.*

1. *Misconception 1: Morning-after pill = abortion pill.*
2. *Misconception 2: 72-hour window is recommendation rather than requirement.*

*Signpost: Because of students' misconceptions, and because they don't have access to ask questions or address these concerns, they are left in the dark. Fortunately, there is a solution that you and I can enact together to safeguard our own health as well as each other's.*

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- ▶ Choose your technology Speaking notes can be high tech or low tech.
    - ▶ You may decide to display your outline on a laptop or electronic tablet—perhaps utilizing one of several apps available for speaking notes—or you may opt to use old-fashioned note cards. Even if you plan to use an electronic option, you may want to have a backup outline on note cards in case of technical difficulty.
  - ▶ Use standard outline Form.
    - ▶ Standard outline form will help you find your exact place when you glance down at your speaking notes. You will know, for example, that your second main idea is indicated by “II.” In addition lay out your outline so that your introduction, each main idea, and your conclusion are distinct.

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- ▶ Include your introduction and conclusion in abbreviated Form.
    - ▶ Include abbreviated versions of them in your speaking notes. You might even feel more comfortable delivering the presentation if you have your first and last sentences written out in front of you.
  - ▶ Include your central idea but not your purpose statement.
    - ▶ Be sure to include your central idea. But as you will not actually say your purpose statement during your presentation, do not put it on your speaking notes.

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- ▶ Include supporting material and signposts.
    - ▶ Write out in full any statistics and direct quotations and their sources. Write your key signposts—your initial preview, for example—to ensure that you will not have to grope awkwardly as you move from one idea to another.
  - ▶ Include delivery cues. Writing in your speaking notes such cues as “louder,” “pause,” or “walk two steps left” will remind you to communicate the nonverbal messages you have planned.
    - ▶ Write your delivery cues in a different color or font so that you don’t confuse them with your verbal content.

# Conclusion

- ▶ Organizing the main ideas of your speech in a logical way will help audience members follow, understand, and remember these ideas.
- ▶ You can organize the supporting material for each main idea of your speech according to one of the five common patterns.
- ▶ Previews, transitions, and summaries are three major types of signposts that can help you communicate the organization of your speech to your audience.
- ▶ A preparation outline includes your carefully organized main ideas, subpoints, and supporting material; it may also include your specific purpose, introduction, blueprint, internal previews and summaries, transitions, and conclusion.
- ▶ After you have rehearsed several times from your preparation outline, you are ready to prepare speaking notes.



# Thank you

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# Bibliography

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