

Speech Organization Overview

Arranging Your Main Points (in general and for Informative Speeches)

- Spatial Pattern: organization based on adjacent location or geography
- Temporal Pattern: organization based on chronological sequence
- Causal Pattern: organization based on a cause and effect relationship
- Comparison Pattern: organization based on the major similarities and differences between two events, objects, or situations
- Problem-Cause-Solution Pattern: organization designed to get your audience to take action or support an issue
- Criteria-Application Pattern: organization that proposes standards for making a judgment about a topic and then applies those standards to specific case
- Narrative Pattern: organizing a speech as a story, using characters and plot to convey your message; the thesis should be able to be intuited by the audience (so you need to make sure they have important basic information already, such as that smoking causes cancer or that most westerners value monogamy)
- Categorical Pattern: organization that emphasizes the most important aspects of a topic

Organizing Your Persuasive Speech

Organizing Fact Claims:

1. Causal Pattern: demonstrating how one thing or things causes another
2. Comparison Pattern
 - To show that two situations are similar or different
 - Main points should highlight similarities or differences between the two instances being discussed
3. Categorical Pattern
 - Used when there are several different reasons that you believe your fact claim is true
 - This is the standard, generic method of organization (thesis with main ideas on different components of the argument)

Organizing Value Claims:

1. Criteria-Application Pattern: uses two main points
 - a. One main point established the standards for the value judgment you are making
 - b. The second main point applies those standards to the subject of your thesis
2. Categorical Pattern
 - a. When your audience doesn't need explanations for how each main point supports your value judgment (the warrant is obvious or inherent in each main idea)

Organizing Policy Claims:

1. Motivated Sequence
 - a. Attention (create a willingness to listen to your message)
 - b. Need (identifying a need relevant to your audience)
 - c. Satisfaction (showing how your proposal will fulfill the need you identified)
 - d. Visualization (helping listeners form a mental picture of the benefits of your proposal)
 - e. Action (clarifying what you want listeners to do)
2. Problem-Cause Solution Pattern
 - a. this pattern can be very helpful when advocating for a policy change by an organization or institution
 - b. this pattern builds to the action you're advocating
3. Comparative Advantage Format
 - a. You typically use this when there isn't a glaring problem but there is a reason that your proposal would be better than the status quo
 - b. The first main point explains your solution
 - c. Each subsequent main point identifies one advantage that your solution offers compared to the status quo