

Body

Audiences will forgive a speaker many faults, but they will not forgive a poorly organized speech. (For more on organizing the body of your speech see pp. 150-165 in *Metcalf*.)

Planning Tools

To create the body of your speech, start with the planning tools for your speech: *specific purpose statement* (the statement of what you want the speech to accomplish with the audience) and your *central idea* (a statement of your point of view toward your topic).

Main Points

The next step is to decide on your main points. Typically, a speaker will have **three to four main points**. You must have at least two main points. More than four points in a 5-7 minute speech is often confusing to an audience.

Your main points elaborate on your central idea. Here are a few tips to help you with your main points:

1. Limit each main point to a single idea.
2. Keep the wording as simple as you can. That helps the audience grasp your point.
3. As far as possible, keep the wording of the main points grammatically similar. Don't switch back and forth between sentences and phrases.

Sub-points

Sub-points provide the detail, explanation, or illustrations necessary to help understand the main point. This supporting material provides the "A" and "B" (and "C" and "D," if necessary) under the main point. Sometimes it is necessary for sub-points to have their own sub-points, or sub, sub-points. These are the "1" and "2" under the capital letter. So the format looks like this:

- I.
 - A.
 - 1.

Remember, if you have "I." you must have "II." If you have "A." you must have "B." If you have "1." You must have a "2." Your points and sub-points are always paired. You may have more than two, but you must have two of each.

Transitions

Place a transition between each main point. It helps the audience keep the points clear and separate from each other.

Introduction/Conclusion

While it may seem counter-intuitive, the introduction to the speech is written after the main points have been decided and the body of the speech drafted.

Additional Information

Additional Information to help you with the organization of your speech can be found in two PowerPoint presentations: "**Make It Easy to Listen**" and "**Preparing the Informative Speech.**"

CHAPTER 8

Organizing the Body of the Speech

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Slide 2

Strategic Organization

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

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Slide 3

Main Points

The major points developed in the body of a speech.

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Slide 4

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

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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 design of the Eiffel Tower.
- Main Points:**
- I. The lowest section of the tower contains the entrance, a gift shop, and a restaurant.
 - II. The middle section of the tower consists of stairs and elevators that lead to the top.
 - III. The top section of the tower has an observation deck with a spectacular view of Paris.

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 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 artistic versatility of Pablo Picasso. |
| Main Points: | <ol style="list-style-type: none"> I. As a painter, Picasso tested the limits of abstraction. II. As a sculptor, Picasso often incorporated “found” objects. III. As a printmaker, Picasso gave vent to his whimsy and eroticism. |

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

- Now that we have explored the ancient origins of astrology, let us turn to its modern popularity.
- So much for the present; what about 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—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 step in producing a Broadway play is choosing the play.

The second step in producing a Broadway play is selecting the cast.

The third step in producing a Broadway play is conducting the rehearsals.