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# Organize Your Speech

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We are all familiar with the overall organization of a speech – Introduction, Body, Conclusion. But how do you organize the information within the body of your speech? There are a number of different organizational patterns. Choose the one that best fits the content and the objectives of your speech.

Chronological organization is organization by time; that is, your steps are ordered according to when each step occurred or should occur. Topical organization is used when your central has natural divisions or develops reasons. Spatial organization arranges items according to their location and direction. Cause-effect organization first identifies a situation and then discusses the effects that result from it. Or the speech may present a situation and then seek its causes.

Problem-solution organization discusses why a problem exists and the effects of the problem as well as suggests some solutions for the problem. Usually this format is used for persuasive speeches. Some examples of persuasive speech are:

## **Protest, Appeal or Call to Action**

- Something is wrong. State what it is.
- Why is this wrong? Who is to blame? What harm is done?
- How can this wrong be corrected? Make definite recommendations for changing things for the better.
- What should we do? Tell your listeners exactly what you want them to do, think, or feel.

## **AIDA Outline**

- A – Win the audience's Attention
- I – Arouse their Interest
- D – Create a Desire
- A – Stimulate Action or Agreement

## **Borden Outline**

- Ho-Hum. This corresponds to your introduction. The audience is sitting back, expecting to be bored. It's up to you to make them sit up and listen.
- Why Bring That Up? You must build a bridge to carry the audience. Show that your subject is important and relate it directly to the interest of your listeners.
- For Instance. Give the audience concrete evidence – illustrations, facts, and stories. Start your listeners thinking.
- So What? This is the call for action. Tell listeners what you want them to do as a result of your speech. Be specific.

## **Problem/Cause/Solution Outline**

- The problem is ...
- The problem is caused by ...
- Some solutions are ...
- The best solution is ...

## **Monroe Outline**

- Attention. Your opening should seize your audience's attention, direct that attention to your topic, and make the audience want to listen to what follows.
- Need. State the existing need or problem, explaining why it's important to listeners.
- Satisfaction. Here you present your solution to the need or problem. State your proposal and show how it meets the need. Support your opinion with evidence, and, if necessary, overcome objections or opposing solutions.
- Visualization. Draw a picture of future conditions. Show how things will be once your proposal is adopted or what might happen if the proposal isn't adopted.
- Action. Turn the agreement and commitment you've gained into positive action or attitude.