Chapter 15

1. Organizing Your Information

    a. Speeches need to be organized for people to follow

2. Main Points

    a. Are the major ideas about a chosen topic/proposition

3. Organizing Principles

    a. Outlines

        i. Skeletal representations of an entire speech

    b. Transitions

        i. Provides a verbal bridge between parts of the points

    c. Types of Outlines

        i. Word Phrase Outline

            1. Not complete sentences, instead phrases of thoughts or information

        ii. Sentence Outline

    d. Transition Statements

        i. Used to guide the listener from one part of the presentation to another

4. The Outline

    a. Ideas with equal importance should be given equal weight

    b. Ideas of less importance should be given subordinate weighting

    c. Each item should represent ONE concept

    d. All materials should be relevant to your topic/argument

    e. Principle of Subordination

        i. Using symbols and indention for subordinate ideas

    f. Principle of Division

        i. When a main or subordinate topic is divided it should have at lease two subpoints

5. Patterns for Main Points

    a. Topical pattern

          i. Follows a division of a topic into coordinate parts or main points

   b. Chronological Pattern

          i. Evolution of points over time

   c. Problem-Solution Pattern

          i. Problem followed by a solution

   d. Motivated Sequence

          i. Attention step

          ii. Need step

          iii. Satisfaction step

          iv. Visualization step

          v. Action step

6. Introduction to Speech

   a. Prepares audience for topic/argument

   b. Topic/subject/argument clearly stated

   c. Connects your credibility to the topic

   d. Previews the main points

   e. Methods

          i. Tell a personal story to connect to your audience

          ii. Tell a dramatic story that grabs your audience

          iii. Ask provocative/stirring/participative questions

          iv. Use a quotation

          v. Tell a humorous anecdote

7. Concluding the Speech

   a. Final summary of main ideas

   b. Final quotation the captures the sentiment of the speech

   c. Call to action

   d. Provide contact/content information