



Organizing the Body of Your Speech

Organizational patterns are designed to strategically order the main points of a presentation to suit the audience, purpose, and topic of a speech. Informative presentations follow organizational patterns that help audiences retain information, and persuasive presentations follow organizational patterns that clarify and support persuasive arguments.

1. Main Points:

- A. Each main point should contain a separate argument.
- B. Arguments in main points should be supported by evidence.
- C. The amount of time dedicated to each main point should be balanced.
- D. Transition statements should be included to help the audience keep track of the presentation.
- E. Introductions should include preview statements that list main points.

2. Informative Organizational Patterns:

- A. Chronological Order– The main points follow a time pattern, either in the sequence of events, or in explaining a process from beginning to end.
 - I. Example:
 - a) The Seneca Falls Convention was held in 1848.
 - b) The Nineteenth Amendment was ratified in 1920.
 - II. Example:
 - a) The first step of writing a speech is researching and gathering information.
 - b) The second step is writing a preparation outline.
 - c) The third step is writing a speaking outline.
- B. Spatial Order– The order of the main points shows a directional, geographic, or structural pattern.
 - I. Example:
 - a) The outermost layer of the earth is called the crust.
 - b) The layer directly below the crust is called the mantle.
 - c) The next layer is called the outer core.
 - d) The innermost layer of the earth is called the inner core.
- C. Causal Order– The order of the main points shows a cause-effect relationship.
 - I. Example:
 - a) For decades, humans have been polluting the air with greenhouse gases.
 - b) As a result, climate change is posing serious problems for the biosphere.
- D. Topical Order– The main points divide the topic into logical and consistent subtopics.
 - I. Example:
 - a) The First Amendment protects free speech.
 - b) The First Amendment protects religious exercise.
 - c) The First Amendment protects the freedom to assemble.



3. Persuasive Speech Organizational Patterns

- A. Problem-Solution Order– The main points identify a problem and a solution.
- I. Example:
- a) The earth is being depleted of its resources, which is a problem for current and future generations.
 - b) Humans can help preserve what resources are left through reducing, reusing, and recycling materials.
- B. Problem-Cause-Solution– The main points identify a problem, the causes of that problem, and a solution to that problem.
- I. Example:
- a) The world's oceans are becoming increasingly polluted by trash.
 - b) This issue stems from the large amount of disposable materials we use every day.
 - c) We should drink out of reusable bottles instead of disposable bottles.
- C. Comparative Advantages– Each main point draws a direct comparison between two subjects, and argues why one is preferable to the other.
- I. Example:
- a) Pollution is bad for the planet. To reduce waste, we should drink from reusable bottles instead of disposable bottles.
 - b) Pollution is bad for the planet. To reduce air pollution, we should ride bikes or walk instead of drive short distances.
- D. Monroe's Motivated Sequence— The order of the main points encourages the audience to take action.
- I. This is a unique organizational pattern in that the pattern applies to the full speech, not just the body of the speech.
- a) *Attention*– Gain the attention of your audience in a compelling way.
 - b) *Need*– Convey the need for change by identifying a problem.
 - c) *Satisfaction*– Explain your solution to the problem.
 - d) *Visualization*– Use imagery to encourage your audience to visualize the ways in which your solution will solve the problem.
 - e) *Action*– Call your audience to action and explain how they can help combat the problem.
- II. Example:
- a) Imagine waking up every day in a landfill.
 - b) The world is becoming more polluted by trash every single day.
 - c) By drinking out of reusable bottles instead of plastic water bottles, we can reduce the amount of trash littering our earth.
 - d) Imagine how much cleaner the planet would be if everyone drank out of reusable bottles.
 - e) Make the switch from disposable bottles to reusable bottles today, and do your part to help reduce waste.