

# 12

## ORGANIZING A SPEECH AND FINDING SUPPORT

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### What's To Come

- » State Your Purpose and Thesis
- » Organize Your Speech
- » Create an Effective Outline
- » Find Support

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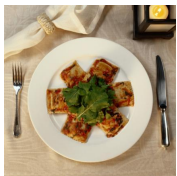
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### State Your Purpose



- » Craft a purpose statement
  - A purpose statement communicates your specific goal for your speech
    - » Identify your topic
    - » Identify your general goal for the speech
  - Examples from textbook:
    - » Demonstrate the process of making ravioli
    - » Teach listeners the differences among five Italian red wines

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## Purpose Statement

- » Single infinitive phrase.
- » States what speaker hopes to accomplish.
- » Statement, not a question.
- » “I want my audience to...”

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## Purpose Statement

- » Limit to one distinct idea.
- » Avoid being vague.
- » Avoid figurative language.
  - Hyperbole: I'm so hungry I can eat a horse
  - Idiom: It's raining cats and dogs
  - Metaphor: This mess is a train wreck

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## Purpose Statement

Ineffective: **3-D technology**

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## Purpose Statement

More Effective: **To inform my audience about the three major kinds of current 3-D technology.**

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## Purpose Statement

Ineffective: **What is Presidents' Day?**

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## Purpose Statement

More Effective: **To inform my audience about the history of Presidents' Day in the United States.**

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## Purpose Statement

Ineffective: **To persuade my audience that the campus policy on student parking really stinks.**

*Avoid figurative language!*

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## Purpose Statement

More Effective: **To persuade my audience that the campus policy on student parking should be revised to provide more spaces for students before 5 pm.**

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## Specific Purpose

Ineffective: **To persuade my audience to become literacy tutors and to donate time to the Special Olympics.**

*Limit to one distinct idea!*

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## Purpose Statement

More Effective: **To persuade my audience to become literacy tutors.**

More Effective: **To persuade my audience to donate time to the Special Olympics.**

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## Purpose Statement

Ineffective: **To persuade my audience that something should be done about unsafe school buses.**

*Avoid being vague!*

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## Specific Purpose

More Effective: **To persuade my audience that the federal government should impose stronger safety standards for school buses in the United States.**

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## Purpose Statement

Questions to ask:

- Meet criterion?
- Accomplish in time allotted?
- Relevant to audience?
  - » Too trivial for audience?
  - » Too technical for audience?

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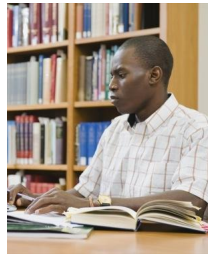
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## Thesis Statement

One-sentence statement that combines your Purpose Statement and Main Points.



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## Thesis Statement

Guidelines:

- Express as a full sentence.
- Don't express as question.
- Avoid figurative language.
- Don't be vague.

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## Thesis Statement

Ineffective: **Problems of fad diets.**

*Use a complete sentence!*

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## Thesis Statement

More Effective: **Although fad diets produce quick weight loss, they can lead to serious health problems by creating deficiencies in vitamins and minerals and by breaking down muscle tissue as well as fat.**

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## Thesis Statement

More Effective: **Although fad diets produce quick weight loss, they can lead to serious health problems by creating deficiencies in vitamins and minerals and by breaking down muscle tissue as well as fat.**

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## Thesis Statement

Ineffective: **What are nanorobots?**

*Draft a statement, not a question!*

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## Thesis Statement

More Effective: **Microscopic in size, nanorobots are being developed for use in medicine, weaponry, and daily life.**

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## Thesis Statement

Ineffective: **Mexico's Yucatán Peninsula is an awesome place for a vacation.**

*Avoid figurative language!*

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## Thesis Statement

More Effective: **Mexico's Yucatán Peninsula has many attractions for vacationers, including a warm climate, excellent food, and extensive Mayan ruins.**

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## Organize Your Speech

- » An organized presentation has several features
  - An **introduction** that previews the information to be presented
  - A **body** composed of specific main points
  - A **conclusion** that summarizes the main points
  - **Transitions** that connect the main points to one another

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## Organize Your Speech

- » The introduction tells the story of your speech
  - Generate interest in your topic
    - » Present a quotation
    - » Tell a joke
    - » Pose a question
    - » Cite an opinion
    - » Note the occasion

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## Organize Your Speech

» The introduction tells the story of your speech

- Preview your main points
  - » Identify the major ideas you plan to address
  - » Place your preview at the end of your introduction



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## Organize Your Speech

» The body expresses your main points

- Main points are statements expressing a specific idea
  - » They should be related
  - » They should be distinct
  - » They should be equally important



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## Organize Your Speech

» The body expresses your main points

- Ways of organizing main points
  - » By topic
  - » By time
  - » By space
  - » By cause and effect
  - » By problem and solution

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## Organize Your Speech

- » The conclusion reinforces your central message
  - Reiterate your thesis statement
  - Create a memorable moment



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## Organize Your Speech



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## Organize Your Speech

- » Transitions help your speech flow smoothly
  - Transitions logically connect one point in a speech to the next
    - » Previews: "Today I'm going to talk about..."
    - » Summaries: "So now that I told you about..."
    - » Signposts: "I'm going to talk about this in 4 parts..."
    - » Nonverbal transitions
      - Pause
      - Holding up fingers, as in "first point"
      - Physical movement on stage

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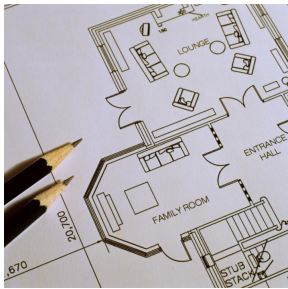
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## Create an Effective Outline



### » Three rules of outlining

- The rule of subordination
- The rule of division
- The rule of parallel wording

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## Create an Effective Outline

### » Most formal outlines include these elements

- Topic
- Purpose statement
- Thesis statement
- Main points and subpoints
- Bibliography of sources

See "Speech Day" in packet.

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## Create an Effective Outline

### » Convert your formal outline into speaking notes (can be on index cards)

- Include thesis statement
- Add introduction
- Add main points and subpoints
- Add conclusion

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## Find Support

- » Identify places in your speech where you need support
  - Factual claims need evidence of their accuracy
  - Verbal citations: "According to a story in the June 12, 2012 New York Times..."
  - Opinion statements can be supported by experts who share those opinions

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## Find Support

- » Determine the type of support you require
  - Definitions
  - Examples
  - Statistics
  - Quotations



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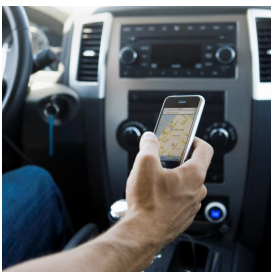
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## Find Support

- » Know how to evaluate supporting material
  - Credibility
  - Objectivity
  - Currency



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## For Review

- » What are the important elements of any speech?
- » Why are formal outlines and speaking notes useful?
- » What evidence should you use to support your claims?

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