

# **PLANNING AND ORGANIZING THE SPEECH**

**Your speech topic should be:**

A. Suited to you as a **SPEAKER**

B. Suited to your **AUDIENCE**

C. Suited to the **OCCASION**

## **I. INTRODUCTION:**

A. Humorous Anecdote

B. Personal Experience with which the AUDIENCE can identify

C. Shocking or little known fact

D. Dramatic or unusual story

E. Series of Rhetorical questions

F. Brief but meaningful quotation

G. Hypothetical Situation

# Planning and Organizing the Speech

## II. Statement of Purpose or THESIS Statement

CRITERIA:

- A. It must be a **COMPLETE SENTENCE**
- B. Reasonably **BRIEF** (25 words or less is a good rule to follow)
- C. Contains **ONE CENTRAL IDEA**
- D. Specific
- E. Purposive
- F. Designed for Audience Acceptance

## Modes of APPEAL

- A. Ethos
- B. Pathos
- C. Logos

## Planning and Organizing the Speech

### III. BODY Organizing the MAIN Points

The **THREE** most common ways of **ORGANIZING** main points are:

- A. Temporal Sequence
- B. Topical Sequence
- C. By Importance

### Transitions

Transitions between Main Points help the Audience to mentally proceed and follow the speaker from one point to the next.

### IV. Conclusion

Conclusions function to give the speech closure and completeness. Speeches should have a circular identity rather than just trailing off vaguely. **NO NEW INFORMATION** is given in the conclusion. One of the best types of conclusion refers back to and shares identity with the introduction.

Note the WEAKNESSES of these THESIS statements

1. Rock music of the 1980's.

2. May I describe the highpoints of my trip to London and how to travel on \$75.00 a day?

3. It is my purpose to explain the various functions of the modulating and demodulating devices that can perform telecommunications when used in conjunction with other modulating and demodulating devices which can perform many simple tasks.

4. Let me tell you about drugs.

5. People who work while going to school will fail.

# Overcoming Speech Anxiety

## Tips on Minimizing Speech Anxiety

1. BE PREPARED
2. Turn anxiety into excitement – You can control it so let it work for you, not against you.
3. Become task oriented.
4. Think in concepts instead of the actual words you will use.
5. View the speaking situation as “Extended Conversation.”
6. Become very aware of your feelings and emotions so you can discipline them.
7. Maintain concentration. Don’t focus on distractions or diversions, but rather the importance of your message.
8. Visualize success.
9. Commit to success.