CHAPTER 9 Organizing And Outlining Your Speech

Learning Objectives

- Describe the dual purposes of organizing a speech.
- Differentiate between linear logic and configural logic.
- Identify two types of linear organizational patterns.

Chapter Outline

I. "Making Sense" as a Function of Culture
   A. Linear Logic
      1. Opens with a specific purpose statement.
      2. Presents the basic argument through a preview or overview of the main points.
      3. Discusses each main point in detail.
      4. Introduces evidence to support the main points.
      5. Uses transitional words and phrases as bridges to connect each of the main points or supporting ideas.
      6. Concludes with a summary of all points and, if applicable, a call for action by the audience.
   B. Configural Logic
      Configural logic includes a variety of nonlinear logic systems, all of which are indirect. While no one pattern for configural logic is the norm, configural logic requires more work from the audience. Generally, no specific preview is provided, or no listing of the main points supplied. The speaker assumes that audience members will impose their own meaning onto the presentation.

II. Using Different Logics to Organize Your Speech
   A. Types of Linear Patterns
      1. Topical
         Speeches arranged topically are divided into a number of headings or parts, such as advantages and disadvantages, specific categories, or a sequence of reasons.
      2. Chronological
         Chronological order follows a particular sequence: past, present, and future; first, second, and third; before and after. The sequence of steps is critical to the presentation. Reversing the order or mixing the sequence in any way undermines the purpose of the speech.
   B. Types of Configural Patterns
      1. Narrative
         Narrative speech patterns are organized as a story, complete with characters, plots, and drama. The audience must figure out the moral of the story or how it relates to the speech topic and occasion.

III. Outlining
   A. Types of Outlines
      1. Short-phrase outlines are usually revised complete-sentence outlines in which lengthy sentences are replaced with shorter phrases. Short-phrase outlines can be used as notes for extemporaneous speaking.
   B. Simple Rules for Outlining Your Speech
      1. Speech outlines begin with a title.
      2. Every speech outline begins with a purpose statement specifying the speaker's intent and a thesis statement that lays out the central claim in the speech.
      3. Every outline consists of an introduction, a body, and a conclusion.
      4. The introduction consists of two parts: The attention-getter attracts audience interest in the topic; the preview provides an overview of the main points. Both parts should be written in paragraph form in the outline.
      5. The body of the speech consists of at least two main points indented and classified as I and II.
      6. Main points from the body are followed by subpoints, indented again, and labeled with capital letters A and B. Each main point must include at least two subpoints.
7. Sometimes subpoints are further subdivided into additional subdivisions-sub-subpoints, which are indented again and labeled with Arabic numbers 1 and 2. Anytime a subpoint can be subdivided, two sub-subpoints are required. These additional subdivisions generally refer to supporting materials.

8. The conclusion follows the body of the speech and consists of two parts: a summary and a memorable closing statement. The summary overviews the main points discussed in the body, and the memorable closing statement finishes the presentation.

9. Every outline ends with a reference list. Reference lists contain only references used in the speech.