

English Public Speaking
Chapter 7
Organizing the Body of the
Speech

复旦大学《英语公众演说》教学团队

Speech Organization

- * introduction
- * body
- * conclusion

Speech Organization

Body contains the main points which are the most important claims intended to support the central idea.



Speech Organization

Function of the main points: to progressively move the audience toward comprehension and satisfaction one step at a time.

Speech Organization

The most challenging task is to decide the strategic order of your main points in the body of your speech.

Main Patterns of Organization

Chronological Order

Spatial Order

Causal Order

Problem-Solution Order

Topical Order

Martin Luther King Jr. 's civil rights rhetoric

1. **Chronological:** How King's oratory changed over time?
2. **Spatial:** Speeches given in the rural South VS the urban North in the U.S.
3. **Causal:** What influences King's speeches have exerted on the U.S. and the world?

Martin Luther King Jr. 's civil rights rhetoric

4. **Problem-solution:** How could nonviolent resistance overcome segregation?

5. **Topical:** Racism, poverty, and war as three dominant themes of King's speeches.

Tips for Main Points

- 1) Keep points separate
- 2) Try for same pattern of wording
- 3) Balance time devoted to each

Types of Connective

- Transition
- Internal preview
- Internal summary
- Signpost



Types of Connective

- **Transitions**

e.g. “Now that we have learned...let’s talk about...”

“So far we’ve spoken of...then we may look at...”

“With those ideas about...in mind, now let me explain...”

Types of Connective

- **Internal previews**

e.g. “In discussing how Asian Americans have been stereotyped in the mass media, we’ll look first at the causes of the problem and second at its continuing impact on the U.S. today.”

Types of Connective

- **Internal summaries**

e.g. “To sum up, the majority of air crashes have been caused by human error, bad weather or mechanical failure. Now let’s find out what improvements have been made in civil aviation as a result.”

Types of Connective

- **Signposts**

e.g. “first”, “second”, “third” and “last”;

“to begin with”, “next”, “in addition”, “in conclusion”, “above all”, etc.

References

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