

## Speech • GUTS • Patterns of Organization

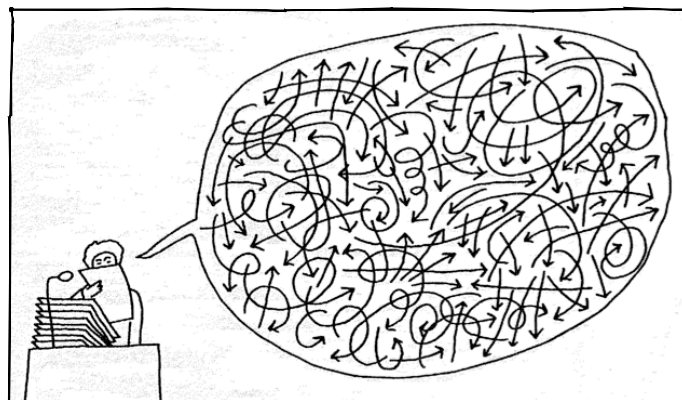
### Patterns of Organization

EACH MAJOR SPEECH should follow one of the following patterns of organization.

- **Chronological** – in a logical, time sequence  
GOOD FOR historical events/timelines, step-by-step instructions, etc.
- **Spatial** – governed by space relationships  
GOOD FOR geographical topics, progression over a physical area
- **Topical** – ideas arranged emphasizing subtopics  
GOOD FOR explaining interrelated benefits of a broader topic
- **Directional** – based on your assessment of audience demographic  
GOOD WHEN discussing a controversial topic so as to avoid hostility
- **Climactic** – arranged in a contrasting sequence (least to most)  
GOOD FOR topics going from simple to difficult, unimportant to important
- **Problem–Solution** – identifies difficulty, offers variety of approaches  
GOOD FOR topics and appeals to an audience who wants answers
- **Contrastive** – arranged in a sequence favoring one proposition  
GOOD FOR dealing with acceptance or rejection of a particular idea
- **Causal (Cause & Effect)** – links problems to origins  
GOOD FOR speaker wanting audience to understand development of idea

### REMEMBER

NO MATTER WHICH pattern you select for your speech, it must be carefully thought out and organized if you want to communicate to your audience.





### Why Transitions?

TRANSITIONS ARE NECESSARY in speeches so that the speaker is able to connect thoughts and to clarify relationships among ideas. Below are common transitions used for clarifying specific relationships.

#### Time Relationships

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First	Earlier
Second	Before
Third	Eventually
Next	Meanwhile
Soon	Afterwards
Last	After
Finally	Then
Later	At that moment
During	

#### Comparison/Contrast

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However	In contrast
Unlike	Nevertheless
Yet	In like manner
Likewise	On the contrary
Similarly	On the other hand
Instead	
But	

#### Spatial Relationships

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Outside	Before
Inside	Ahead
Beyond	There
Here	Overhead
Near	Beneath
Behind	Above
Now	

#### Cause and Effect

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Thus	So because of
Then	On account of
Therefore	Consequently
As a result of	

#### Addition

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Also	Second
Besides	As well
Too	In addition
Moreover	Furthermore
First	

#### Examples

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For instance	Also
That is	As an illustration
For example	In particular
Namely	

#### Emphasis

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Indeed	In other words
In fact	