

Informative Speech Patterns

There are three primary patterns used for the body of the speech in informative speaking. These are: **chronological**, **spatial**, and **topical**. Click on the one you'd like to learn first.

- Chronological patterns are used for demonstrations, how-to speeches, historical, biographical or past-present-future speeches.
The chronological organizational pattern, also called Time Sequence, arranges main ideas in time order or chronology
- Spatial organization looks at your topic in terms of physical parts, levels, systems, branches, components or ingredients.
- Topical organization breaks your topic down into a series of subtopics such as characteristics, types or other main ideas.
Topical organization is used for any informative speech that is not organized chronologically or spatially.

General Outline

Several types of speech outlines are commonly used by experienced speakers. Yet all of them are organized into an opening, a body, and a conclusion. Here is a very basic outline that illustrates the structure of a speech containing three main points:

- A. Opening
 1. Captures audience attention
 2. Leads into speech topic
- B. Body
 1. First point
 - a. Statement of fact
 - b. Supporting material
 2. Second point
 - a. Statement of fact
 - b. Supporting material
 3. Third point
 - a. Statement of fact
 - b. Supporting material
- C. Conclusion
 1. Review or summary
 2. Call to action or memorable statement

The speech body should contain at least three main points that you want to express about your topic. Each point should be clearly stated, illustrated, and supported. Act as though your audience is not at all familiar with your topic; don't assume they know anything. Devote a similar amount of time to each main point, otherwise the audience may consider it less important. Arrange your points in logical order.