

Organizing Informative Speeches (UW-La Crosse Public Speaking Center)

In informative speeches, speakers explain difficult or new concepts to their audience.

Spatial

- Speech is organized based on the physical space of an object
 - For instance, a speech about Spain might be organized by discussing the different regions in the country
 - Speeches using the spatial pattern help clarify what a physical space looks like

Problem-solution

- *Problem step* identifies and explains a problem
- *Solution step* discusses solutions to the problem
- Be careful to construct an informative, not persuasive speech, using this pattern

Cause-effect

- Speech identifies *causes* of an event
- Speech explains the *effects* of an event
- Be careful to construct an informative, not persuasive speech, using this pattern

Chronological

- Time pattern to explain an event
- Used in historical speeches to discuss specific events or social movements

Topical

- Speech is divided into separate categories or topics
- Used when speech does not fit into one of the other four patterns