

Chapter 4: Developing Topics for your Speech

1. General Purpose
 - a. The broad, overall goal of a speech, to inform, to persuade, to entertain, etc.
2. Specific Purpose Statement
 - a. An infinitive phrase that builds upon the speaker's general purpose to clearly indicate precisely what the goal of a given speech is
3. Central Idea Statement
 - a. A statement that contains or summarizes a speech's main points

Chapter 5: Researching your Speeches

1. Primary Research
 - a. New research, carried out to acquire data first-handed rather from previously published sources to answer specific questions or issues and discover knowledge
2. Primary Sources
 - a. Information that is first-handed or straight from the source; information that is unfiltered by interpretation or editing
3. Secondary Sources
 - a. Information that is not directly from the first-hand source; information that has been completed, filtered, edited, or interpreted in some way
4. Periodicals
 - a. Works that are published on a regular ongoing basis, such as magazines, academic journals, and newspaper
5. Peer-Review
 - a. A review process in which other scholars have read a work of scholarly writing (usually articles, but sometimes books) and evaluated whether it meets the quality standards of a particular publication and/or discipline

Chapter 6: Organizing & Outlining Your Speech

1. Chronological Pattern
 - a. An organizational pattern for speeches in which the main points are arranged in time order
2. Spatial Pattern
 - a. An organizational pattern for speeches in which the main points are arranged according to movement in space or direction

3. Parallelism
 - a. The repetition of grammatical structures that correspond in sound, meter, and meaning
4. Connectives
 - a. A phrase or sentence that connects various parts of a speech and shows the relationship between them
5. Internal Summarizes
 - a. A type of connective that emphasizes what has come before and reminds the audience of what's been covered
6. Internal Previews
 - a. A type of connective that emphasizes what is coming up next in the speech and what to expect with regard to the context
7. Transitions
 - a. A type of connections that serves as a bridge between disconnected (but related) material in a speech
8. Signposts
 - a. A type of connective that emphasizes physical movement through the speech content and lets the audience know exactly where they are; commonly uses terms such First, Second, Finally.
9. Bridging Statements
 - a. A type of connectives moving the audience psychologically to the next part of a speech