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## Oral Communications

General purpose: the broad, overall goal of a speech; to inform, to persuade, to entertain, etc

Specific Purpose Statement: an infinitive phrase that builds upon the speaker's general purpose to clearly indicate precisely what the goal of a given speech is.

Central idea statement: a statement that contains or summarizes a speech's main points

Primary research: new research, carried out to acquire data first hand rather than from previously published sources to answer specific questions or issues and discover knowledge.

Primary Sources: information that is first-hand or straight from the source; information that is unfiltered by interpretation or editing.

Secondary Sources: information that is not directly from the first-hand source; information that has been compiled, filtered, edited, or interpreted in some way

**Periodicals**: Works that are published on a regular, ongoing basis, such as magazines, academic journals and newspapers.

**Peer-review**: 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.

**Chronological pattern**: an organizational pattern for speeches in which the main points are arranged in time order.

**Spatial pattern**  
an organizational pattern for speeches in which the main points are arranged according to movement in space or direction.

**Parallelism**: the repetition of grammatical structures that correspond in sound, meter, and meaning.

**Connectives**: a phrase or sentence that connects various parts of speech and shows the relationship between them.

<sup>Transitions</sup>  
Internal previews: a type of connective that serves as a bridge between disconnected (but related) material in a speech.

Internal previews: a type of connective that emphasizes what is coming up next in the speech and what to expect with regard to the content.

Signposts: 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 as First, Second, Finally

Bridging statements: a type of connective that emphasizes moving the audience psychologically to the next part of a speech.

Internal summaries: a type of connective that emphasizes what has come before and reminds the audience of what has been covered.