

**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 firsthand 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 a speech and shows the relationship between them

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

**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

**Transitions** a type of connective that serves as a bridge between disconnected (but related) material in a speech

**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