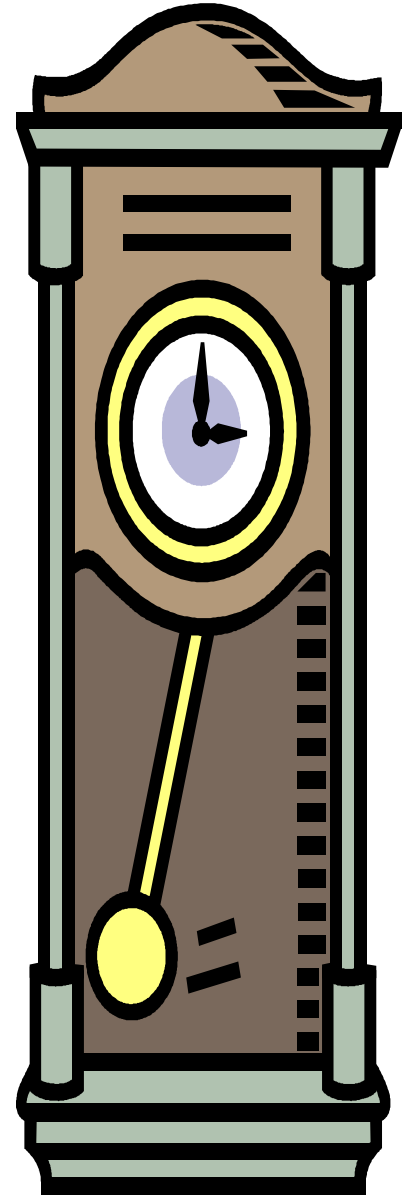


Types of Organization

Chronological.

The topic is arranged by time. Use chronological order to present main points in their order of occurrence. Present a sequence of events, steps in a procedure, or stages of a process in their logical order.





Spatial.

This type of speech follows a direction. Think of taking up specific physical space! Use spatial order to describe structure, layout, or any directional pattern. Use a left-to-right, top-to-bottom, inside-to-outside or similar pattern of organization.



Spatial.

Some **signal words** that might indicate that the writer or speaker is following the spatial pattern of organization include a wide sweeping array of prepositions: **next to, behind, across from, below that, above that, to the right of** and so forth.



Spatial.

For example, in a speech about planning a flower garden, you could first discuss low-growing flowers appropriate for the front of a garden, followed by slightly taller flowers suitable for the center of the garden, then taller flowers appropriate for the rear of the garden.



Spatial.



- I. Downtown (South Seattle)
 - A. Waterfront Aquarium
 - B. Pike Place Market
- II. Seattle Center (West Seattle)
 - A. Space Needle
 - B. Pacific Science Center
- III. University District (East Seattle)
 - A. University of Washington campus
 - B. The "Ave" (shops on University Avenue)

Hierarchical .

This type of speech is organized in terms of importance.

Least to Most

Most to Least



Hierarchical .

This type of speech is organized in terms of importance.

Examples:

science experiment results

“how to do something” speeches





Chronological.

Discuss the order of the places you visited.

Hierarchal.

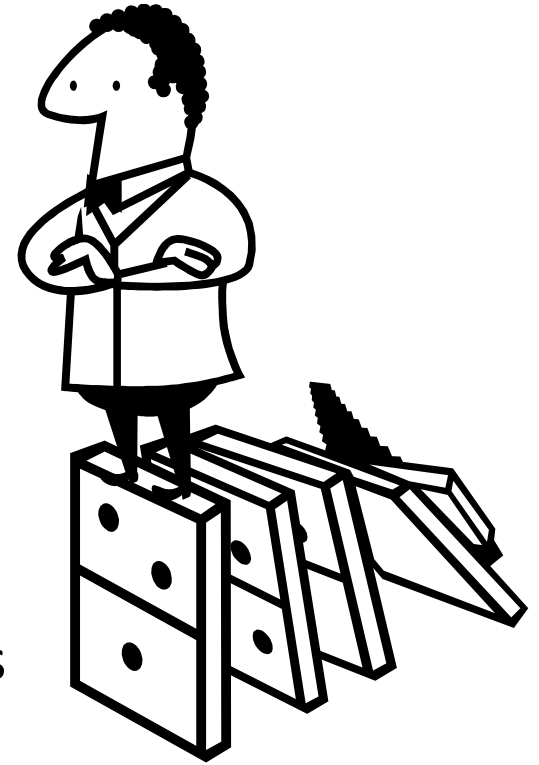
Discuss your favorite parts of the San Francisco Bay Area from least to most: Chinatown; Berkeley; Sausalito.

Spatial.

Discuss Northern, Central & Southern parts of the state.

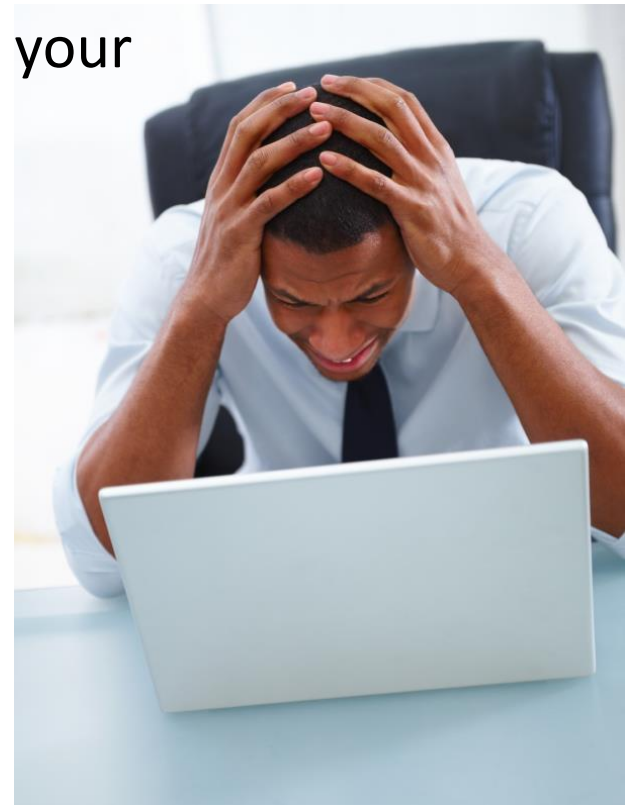
Causal.

This type of speech shows cause/effect relationships. For example: The terrorist attacks on 9/11/01 were a result of poor airport security; then report on the changes in security since that time.

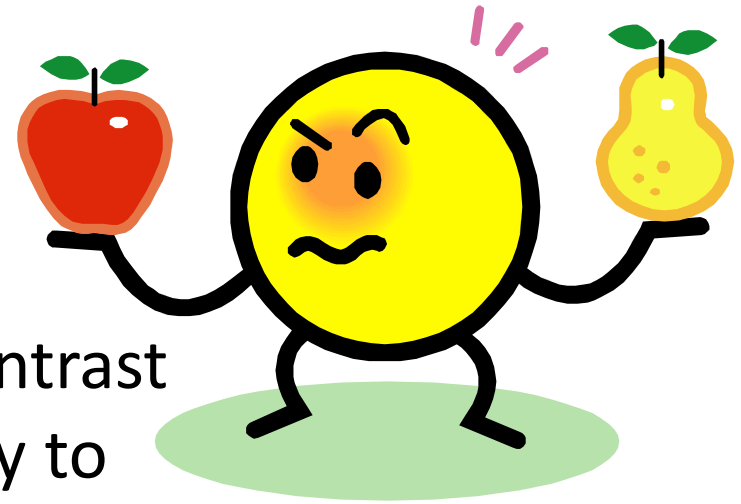


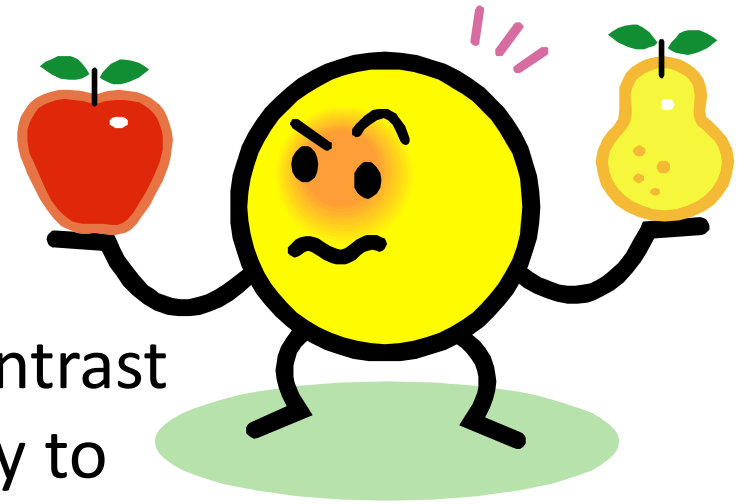
You present a problem that needs to be solved and a solution to that problem. This type of organization is effective if you are trying to motivate your audience to take some kind of action. For example, a speech describing the effect of water pollution on people and the environment fits this organizational pattern, provided it lists sources of water pollution in your town and describes what can be done to stop it.

Problem-solution.



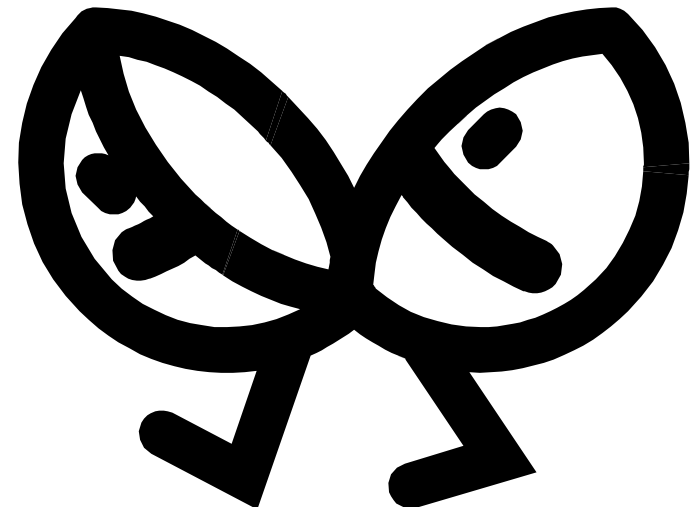
Comparative. You compare and contrast different proposals or plans, usually to persuade the audience that one plan or proposal is better.





Comparative. You compare and contrast different proposals or plans, usually to persuade the audience that one plan or proposal is better.

One college has more to offer than another...
Shopping on Black Friday vs. December 26



Topical.

This speech splits the main topic into subtopics. For example, a speech about changing radio programming could address three different types of programming: music, news and talk shows.



1. Spatial
2. Problem-Solution
3. C/C
4. Causal
5. Topical



Quiz yourself: How could you organize a speech about dogs/this dog/this breed of dogs for each of these methods?