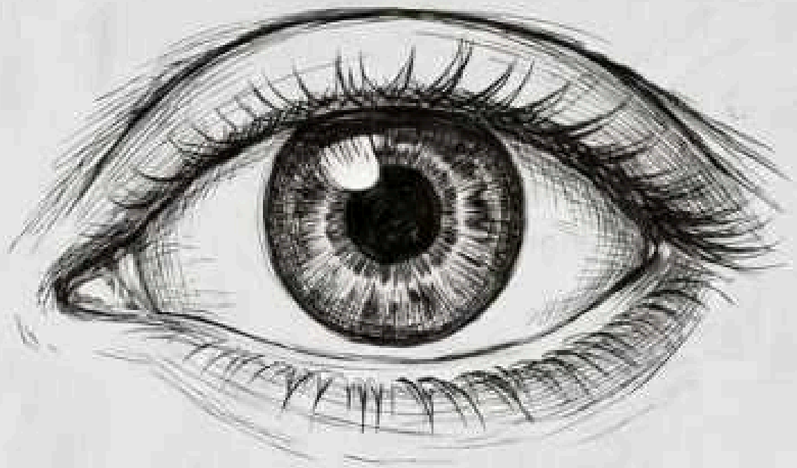
¶ 3.1



COMM 101 B / Lecture 3: The Architecture of Speech

Opening, Body, and Close.



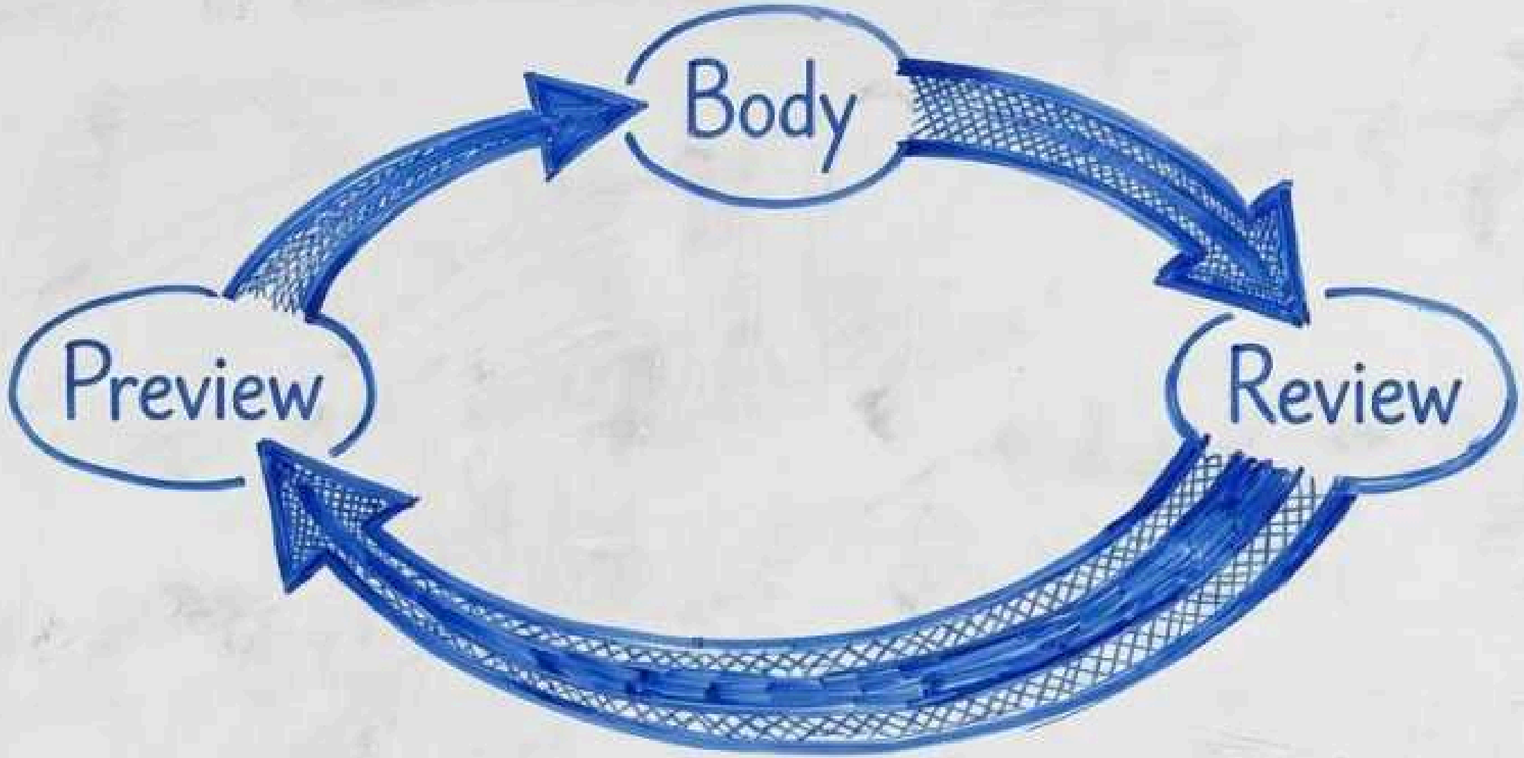
Text ⟺ Re-readability



Audio → → Linear (One Pass)

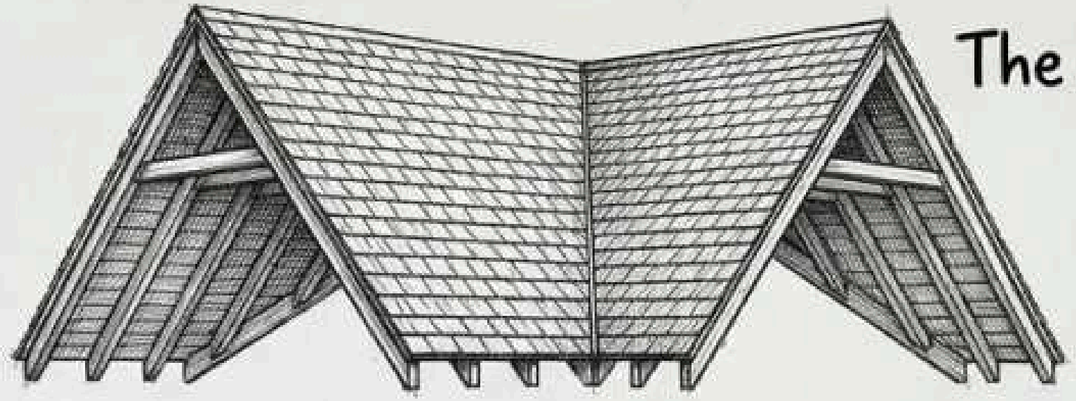
Cicero's classical principle of Arrangement mandates that speeches possess audible shape and obvious signposts because the listener only hears each sentence once.

¶ 3.3



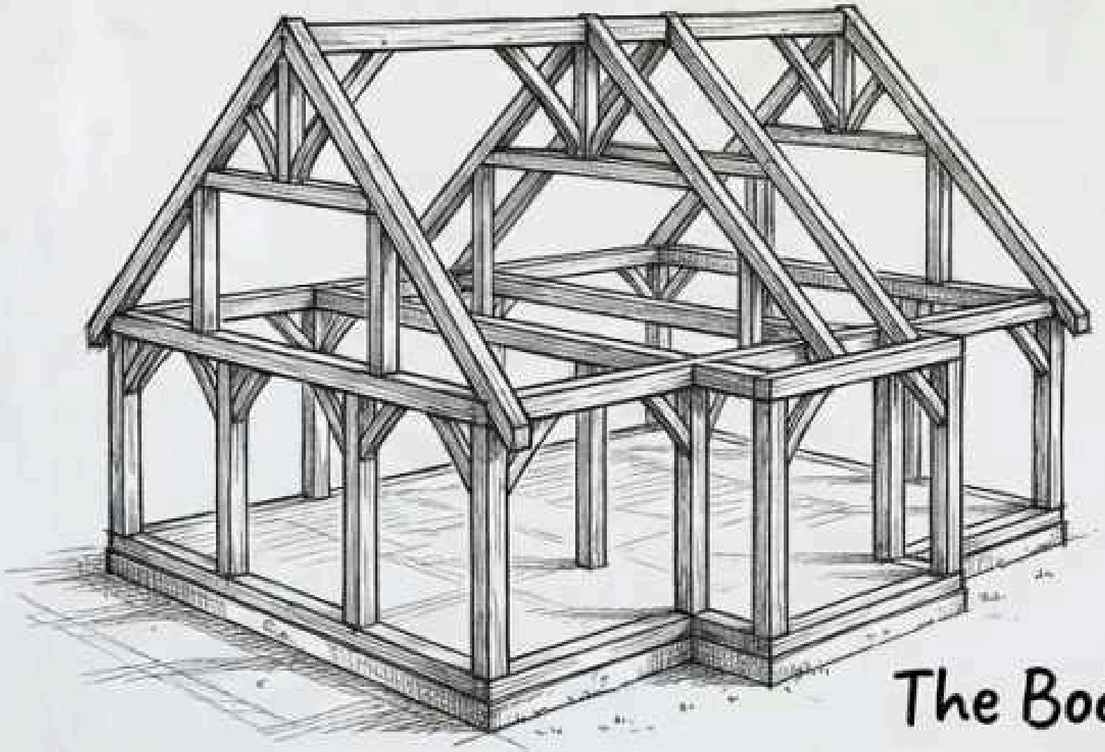
Memory Retention = Preview + Body + Review

Repetition in a speech is never padding; it is the physical mechanism of memory.
The listener cannot see your structure, so you must build it audibly.



The Intro

Optimal Main Points:
$2 \leq \text{Points} \leq 5$ (Mode = 3).



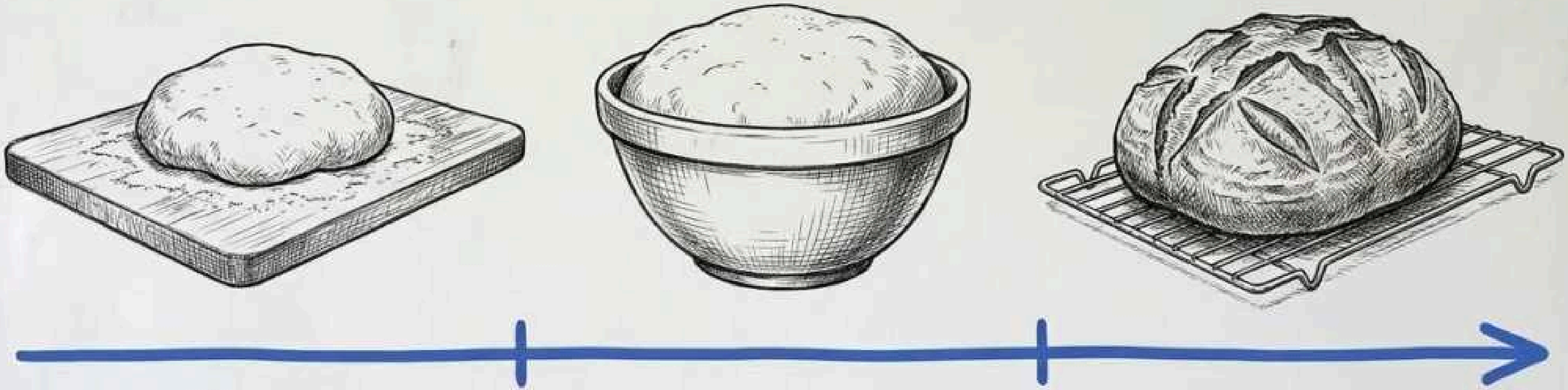
The Body

Main Point → Full Sentence → Singular Idea → Parallel Wording

WARNING: Always draft the introduction LAST. Build the framing before you attach the roof.

Chronological Order

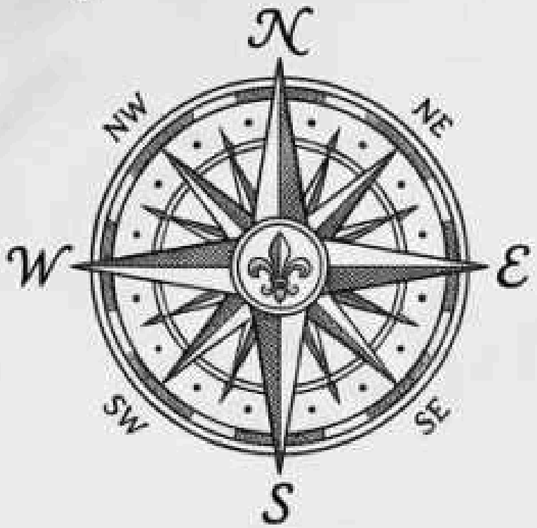
¶ 3.5

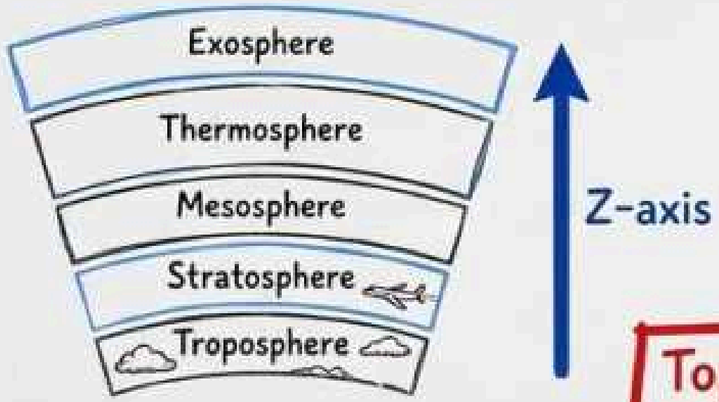


$$f(t) = t_1 \rightarrow t_2 \rightarrow t_3$$

Time inherently supplies the structural order. The listener always knows where they are. This framework is ideal for: histories, sequential processes, and how-to demonstrations.

Spatial Order

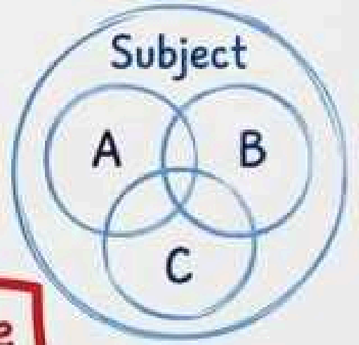




Structure follows physical position
(top to bottom, east to west, near to far).

Topical Order





$$\text{Subject} = \frac{A}{3} + \frac{B}{3} + \frac{C}{3}$$

Topical is the most flexible and most frequently utilized structural pattern.

Cause/Effect

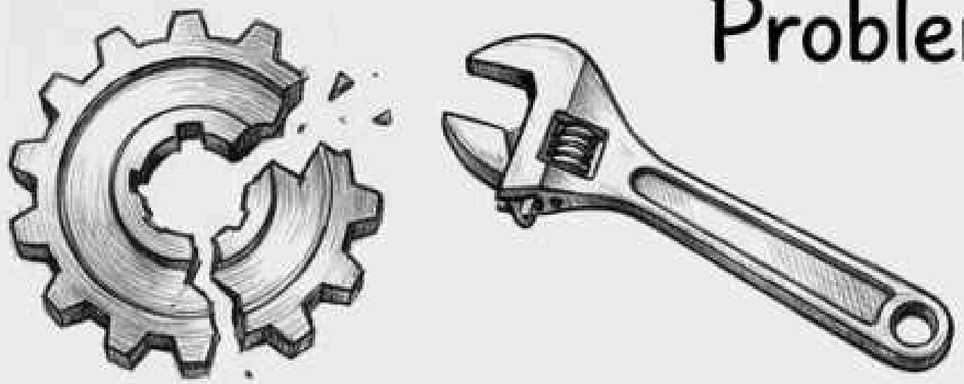
¶ 3.7



X (Cause) ⇒ Y (Effect)

Used to show what produces a result or what a situation will inevitably produce.

Problem/Solution

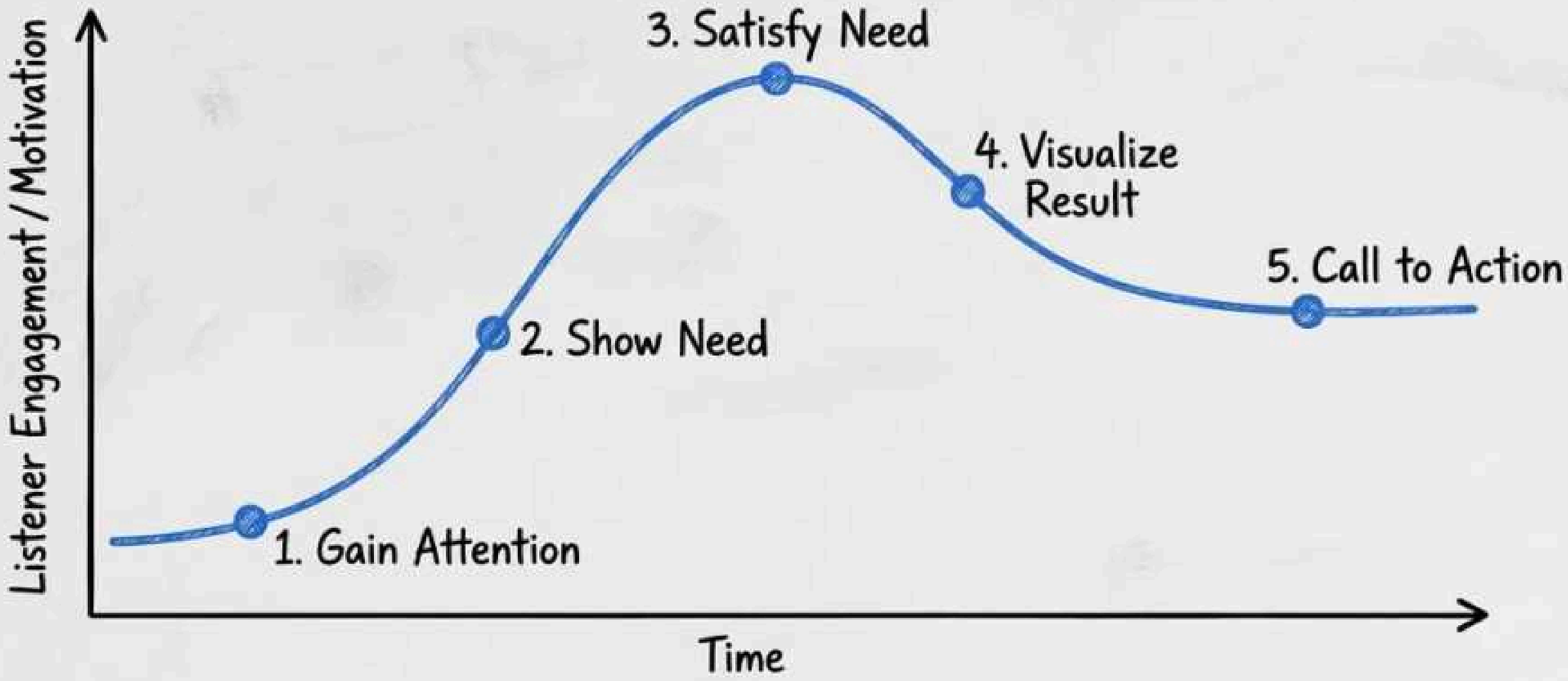


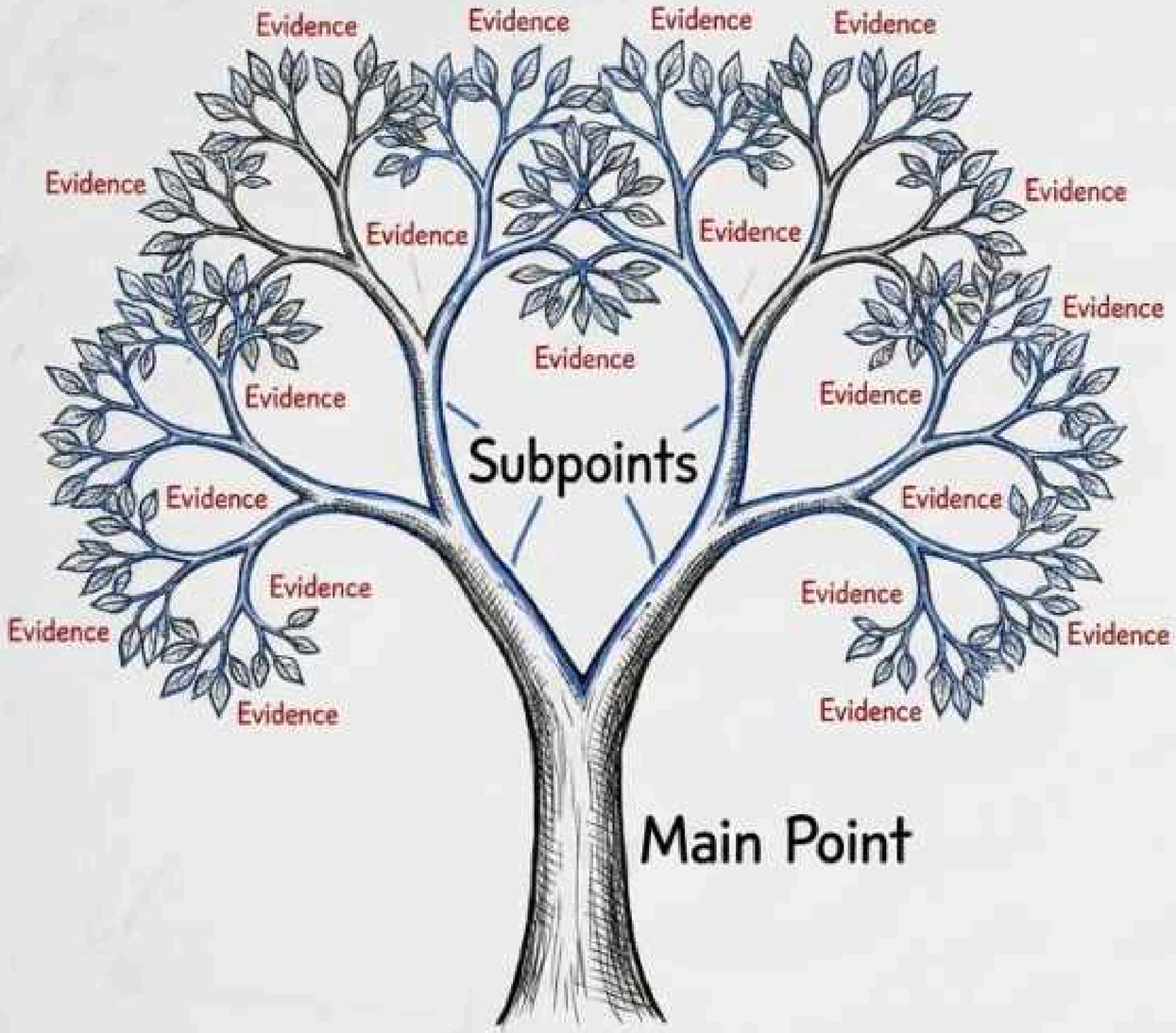
P (Problem) + Δ (Remedy) = S (Solution)

These patterns are highly effective because they precisely match the way humans naturally reason when deciding whether to act.

Monroe's Motivated Sequence

Developed by Alan Monroe (Purdue University, 1930s).
Extensively utilized to move a listener from
Passive Awareness → Active Decision.

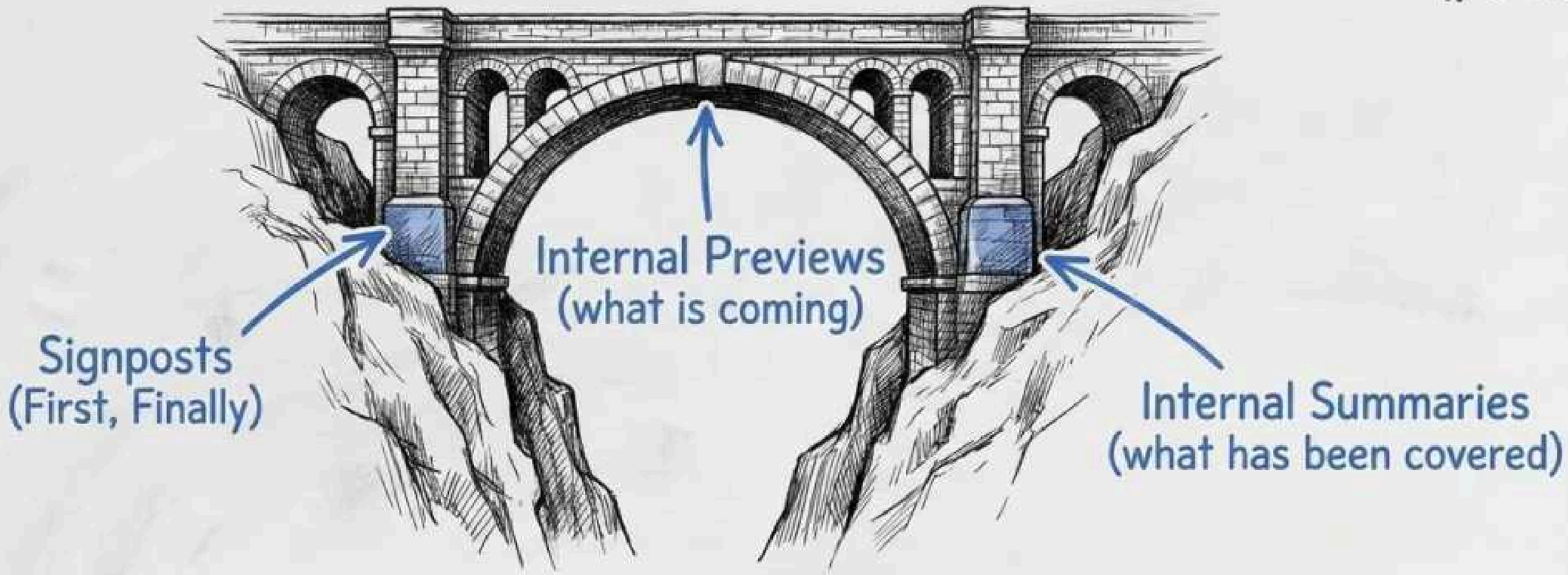




Preparation Phase	Full-Sentence Outline (maps logic)
Delivery Phase	Keyword Outline (shrinks data to glance-able, non-reading cues)

Architectural Rules

- Each point holds strictly one idea.
- Points residing at the exact same depth level must hold equal structural weight and utilize parallel wording.
- Subpoints strictly support the node above them.



$$Point_A + Transition\ Vector = Point_B$$

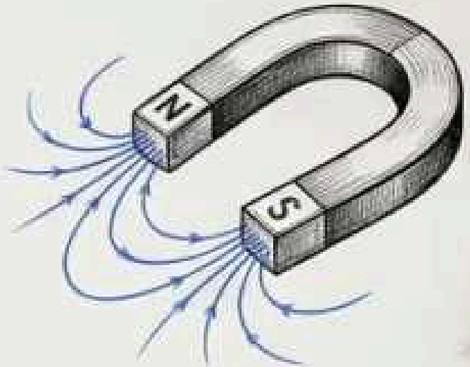
Transitions are the structural glue. Without these navigational cues, the listener's mental map completely fails.

Attention



Achieved via story, fact, quote, question, or humor

Relevance



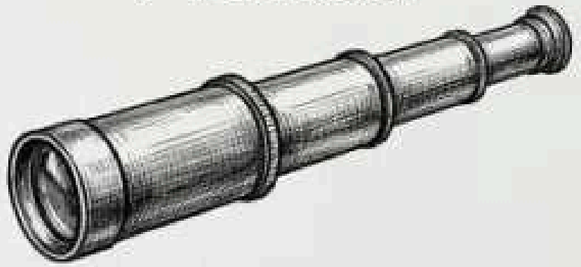
Why does this matter to them?

Credibility



Why should they listen to you?

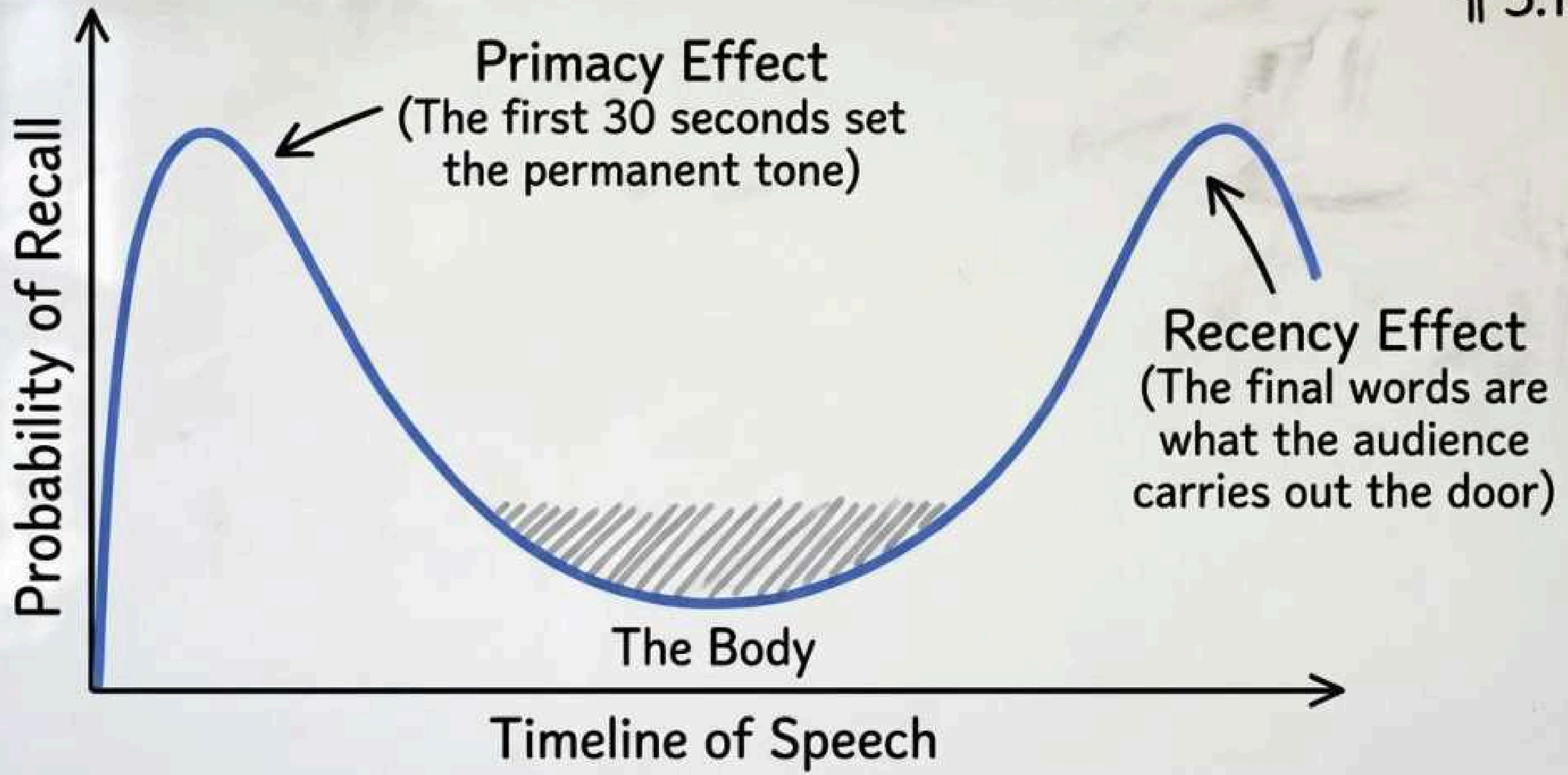
Preview



Outlining the main points

WARNING: Apologies (e.g., I am not a good speaker) immediately lower E (Expectations) and damage structural integrity.

¶ 3.12



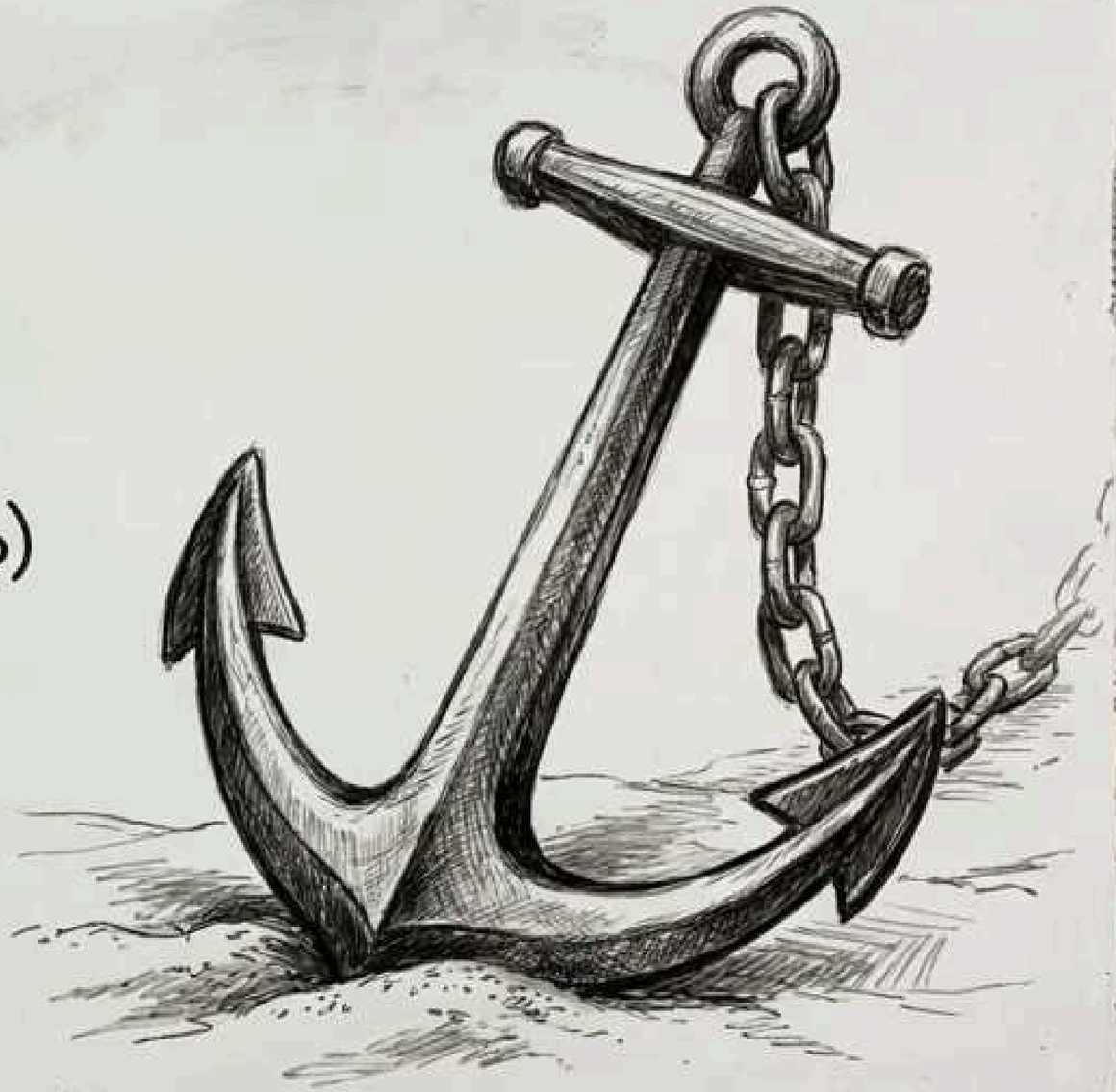
Place your absolute strongest material at the extreme ends of the curve.

Conclusion Checklist

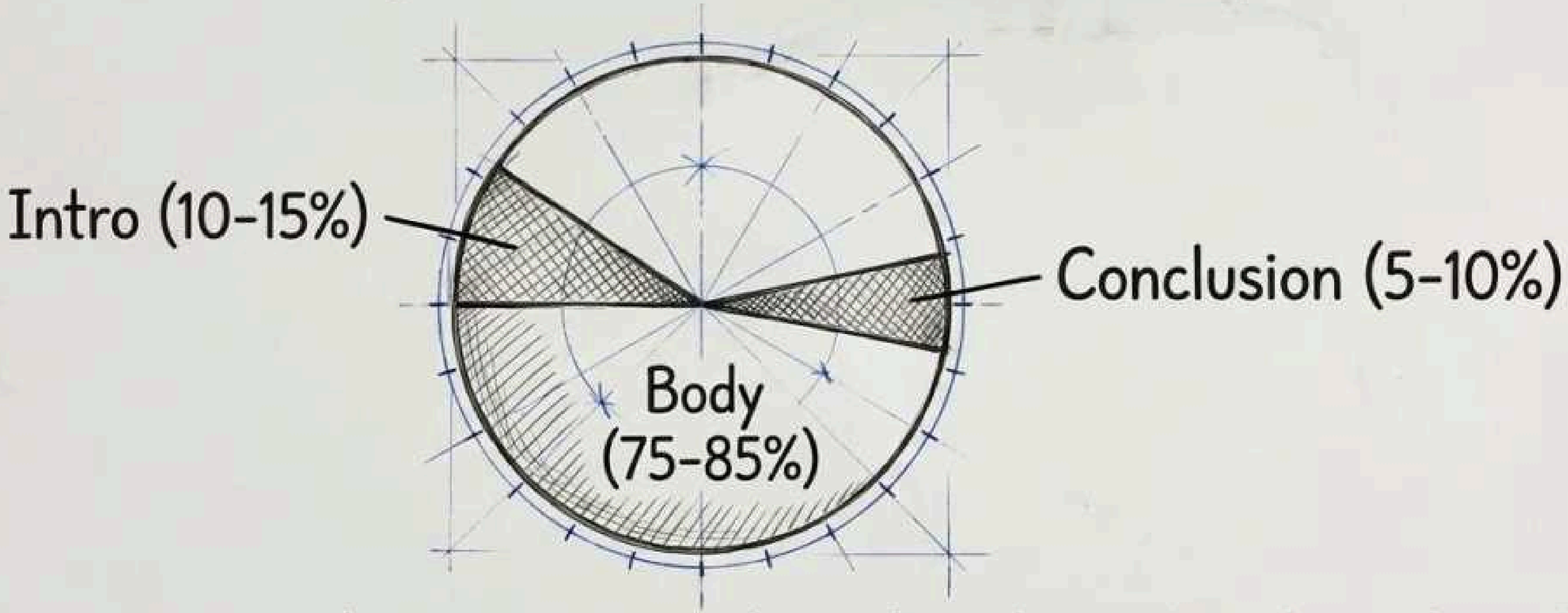
1. Signal the end (in closing)
2. Restate central idea
3. Summarize main points
4. Deliver a memorable close
   (call to action, quote, or narrative loop)

Conclusion ∩ New Points = ∅
(Never introduce new material)

That is all I have.

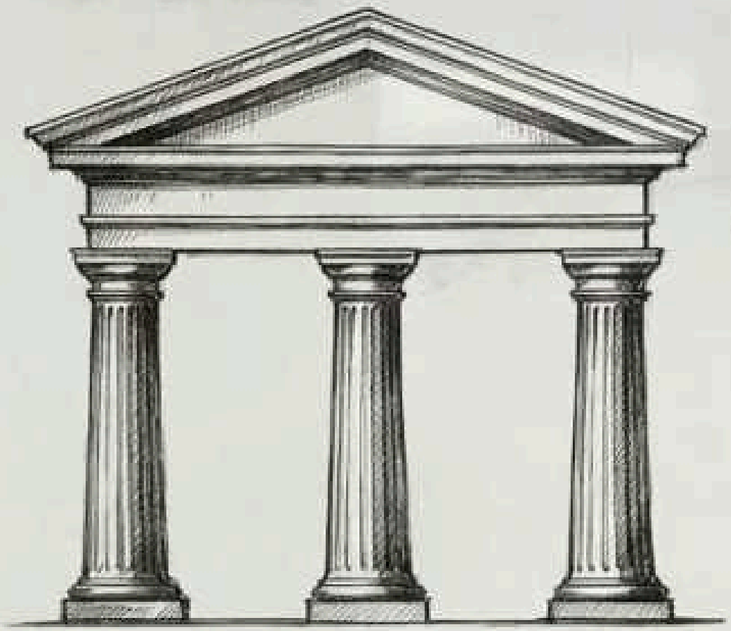


Intro (10-15%) + Body (75-85%) + Conclusion (5-10%) = 100%



Practical Application (10-minute speech): 1m (Intro) : 8m (Body) : 1m (Close).

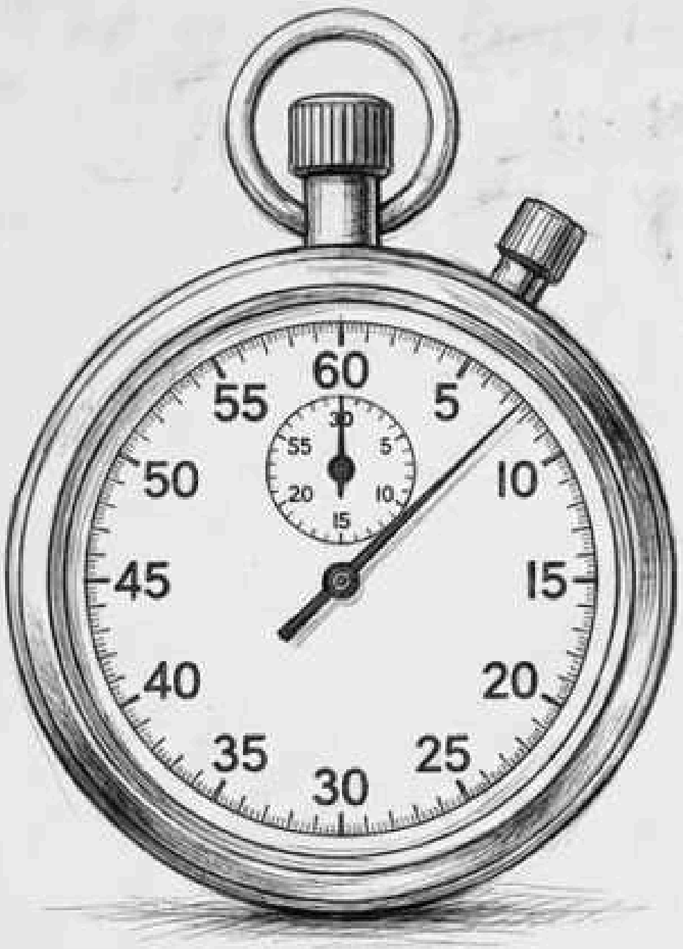
These are guidelines, not laws. However, disproportionate sections are primary indicators of structural failure.



"I came, I saw, I conquered. (Julius Caesar)
"Government of the people, by the people, for the people. (Abraham Lincoln)

Rhythm + Parallel Wording = Audible Structure

The Rule of Three (n=3) exists because the human brain psychologically perceives a list of three as complete. Used with restraint, parallel structures make the architecture of the speech audible and memorable.



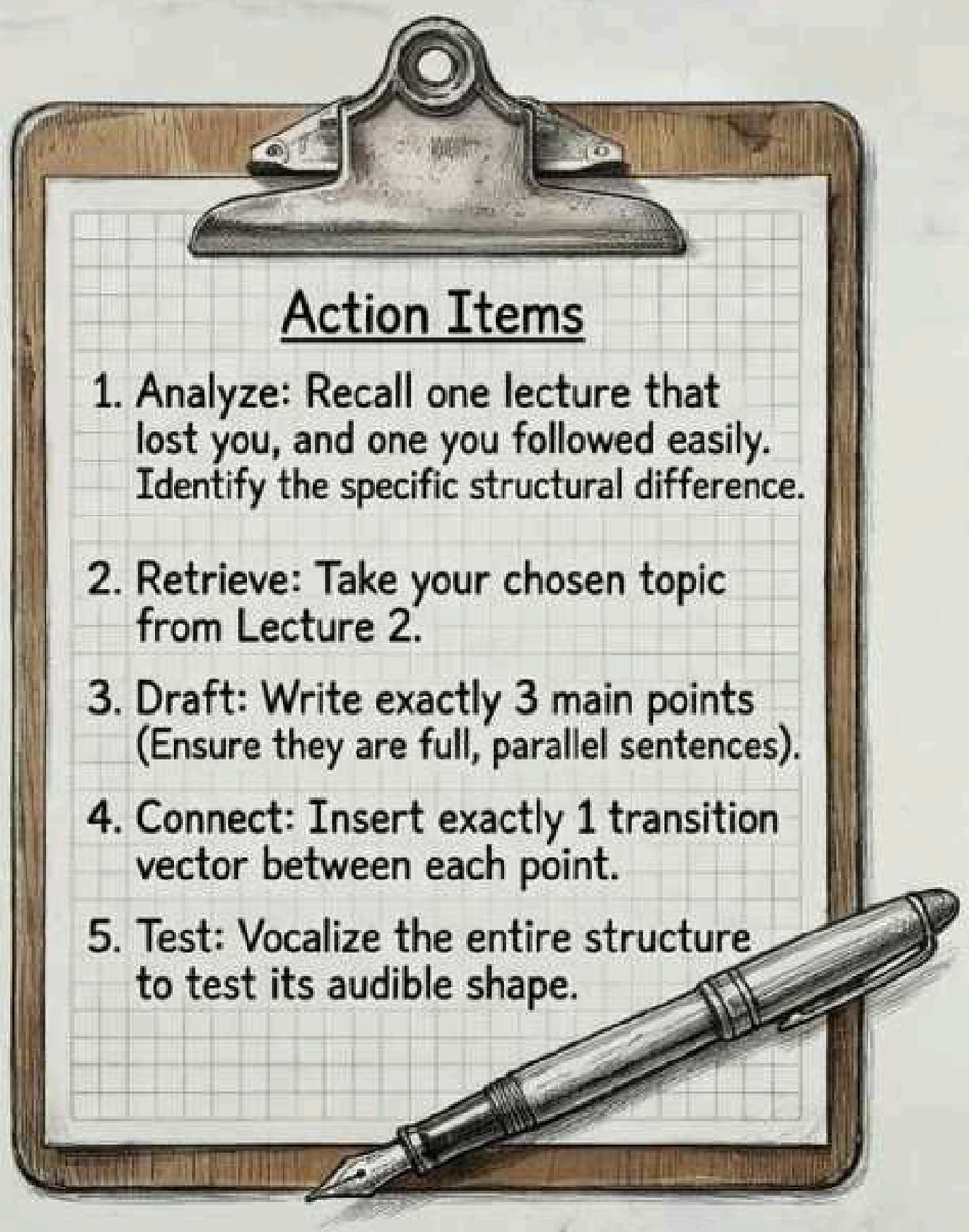
Step 1: Speak outline aloud.

Step 2: Summarize central idea + main points to a friend in < 30 seconds.

Step 3: Can the friend repeat it back accurately?

Loop back to beginning → SIMPLIFY.

Structure is physically sound. Proceed to delivery prep.



Action Items

1. Analyze: Recall one lecture that lost you, and one you followed easily. Identify the specific structural difference.
2. Retrieve: Take your chosen topic from Lecture 2.
3. Draft: Write exactly 3 main points (Ensure they are full, parallel sentences).
4. Connect: Insert exactly 1 transition vector between each point.
5. Test: Vocalize the entire structure to test its audible shape.

Next: Lecture 4 — Evidence & Persuasion.



Convincing × Honest = Effective Support

How to support what you say, ensuring structural integrity is matched by ethical truth.