

What Design to Use When

Design	Use When
<i>Spatial</i>	Your topic can be discussed by how it is positioned in a physical setting or natural environment. It allows you to take your audience on an orderly "oral tour" of your topic as you move from place to place.
<i>Sequential</i>	Your topic can be arranged in a time sequence. It is useful for describing a process as a series of steps or explaining a subject as a series of historical landmark developments. Useful for presenting a plan of action in persuasive speeches.
<i>Categorical</i>	Your topic has natural or customary divisions. Each category becomes a main point for development. Useful when you need to organize large amounts of material. Useful in persuasive speeches to demonstrate that a plan will be <u>safe</u> , <u>inexpensive</u> , and <u>effective</u> , or to organize causes and consequences.
<i>Comparative</i>	Your topic is new to your audience, abstract, technical, or simply difficult to comprehend. Helps make material more meaningful by comparing or contrasting it with something the audience already knows and understands. Useful in persuasive speeches when you want to demonstrate why your proposal is superior to another. Especially good for speeches in which you contend with opposing views.
<i>Causation</i>	Your topic involves a situation, condition, or event that is best understood in terms of its underlying causes. May also be used to predict the future from existing conditions. Useful in persuasive speeches for discussing the causes and consequences of a problem.
<i>Problem-solution</i>	Your topic presents a problem that needs to be solved and a solution that will solve it. Good both for speeches involving attitudes and urging action.
<i>Stock Issues</i>	Your topic is one about which reasonable listeners might have questions they want answered before accepting your proposal.
<i>Motivated Sequence</i>	Your topic calls for action as the final phase of a five-step process that also involves, in order, arousing attention, demonstrating need, satisfying need, picturing the results, and calling for action.
<i>Refutative</i>	You must answer strong opposition on a topic before you can establish your position. The major opposing claims become main points for development. Attack weakest points first and avoid personal attacks.