

How to Communicate Ideas

A Great Guide by Richard Borden in 1935
• *Good for All Speaking and Writing*

*Based on the reprint of the same title
(Fairfield, NJ: The Economics Press, 1935)*

Many speakers are boring...



**How can we speak
so people will
listen?**



True

Interesting

**Four Objectives:
A Sermon That is...**

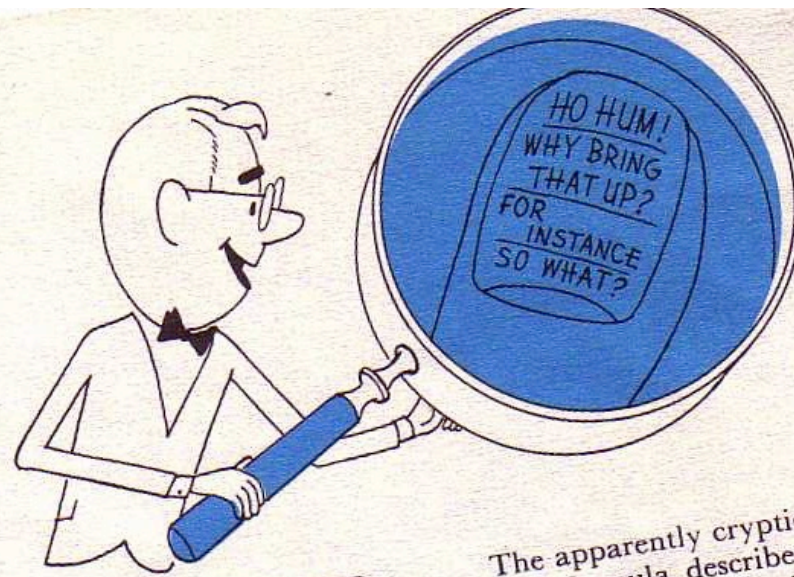
Clear

Relevant

Borden's Basics

10-11

The fundamental law of speech organization can be stated in eight words:
Give every speech you make purpose—and form!



LISTENERS' LAWS FOR SPEECH ORGANIZATION

THE fundamental law of speech organization can be stated in eight words:

Give every speech you make purpose—and form!

Listeners like vertebrate speeches—speeches with a *spine*.

They dislike speech jellyfish. They dislike flabby, shapeless speeches that begin nowhere, ramble on in all directions—and end up in the air.

THE FORMAL PLATFORM SPEECH

THE organization formula of the formal platform speech is not complex. It is simple.

It is so simple that you can write it on your thumb nail:

1. Ho hum!
2. Why bring that up?

The apparently cryptic phrases in this formula describe the four stages of audience reaction which you, as a platform speaker, must meet.

They are the clues to the four-step organization of your speech.

First Step: Ho hum!

IN THE FIRST SECTION OF YOUR FORMAL PLATFORM SPEECH—START A FIRE!

Your speech is not well organized unless you kindle a quick flame of spontaneous interest in your first sentence.

Smokers do not like matches that fail to light with the first scratch. Listeners do not like speakers who fail to “light” with the first sentence.

When you rise to make a speech, do not picture your audience as waiting with eager eyes and bated breath to catch your message. Picture it, instead, as definitely

Organization of a Formal Platform Speech

11a

	Audience Reaction	Speaker's Solution	Homiletical Parallel
1	Ho hum!	Start a fire	Capture attention or interest
2	Why bring that up?	Build a bridge	Raise need
3	For instance!	Get down to cases	Illustrations
4	So what?	Ask for action	Application

Adapted from Richard Borden, *How to Communicate Ideas*, 1

**True:
Substance
Laws**

**Interesting:
Ho hum!
For Instance!**

**Borden's Steps:
A Speech Answering...**

**Clear:
Phraseology
Laws**

**Relevant:
Why bring that up?
So what?**

What should you say?

(Content)



Listener Laws for Substance

***Listeners like speech content
“for instances” ...***

- A. In story form**
- B. That involve famous people**
- C. That animate the pages of history**
- D. Based on colorful analogies**
- E. That dramatize important statistics**
- F. Interwoven with visual aids**

How should you say it?

(Delivery)



... Listener Laws for Phraseology

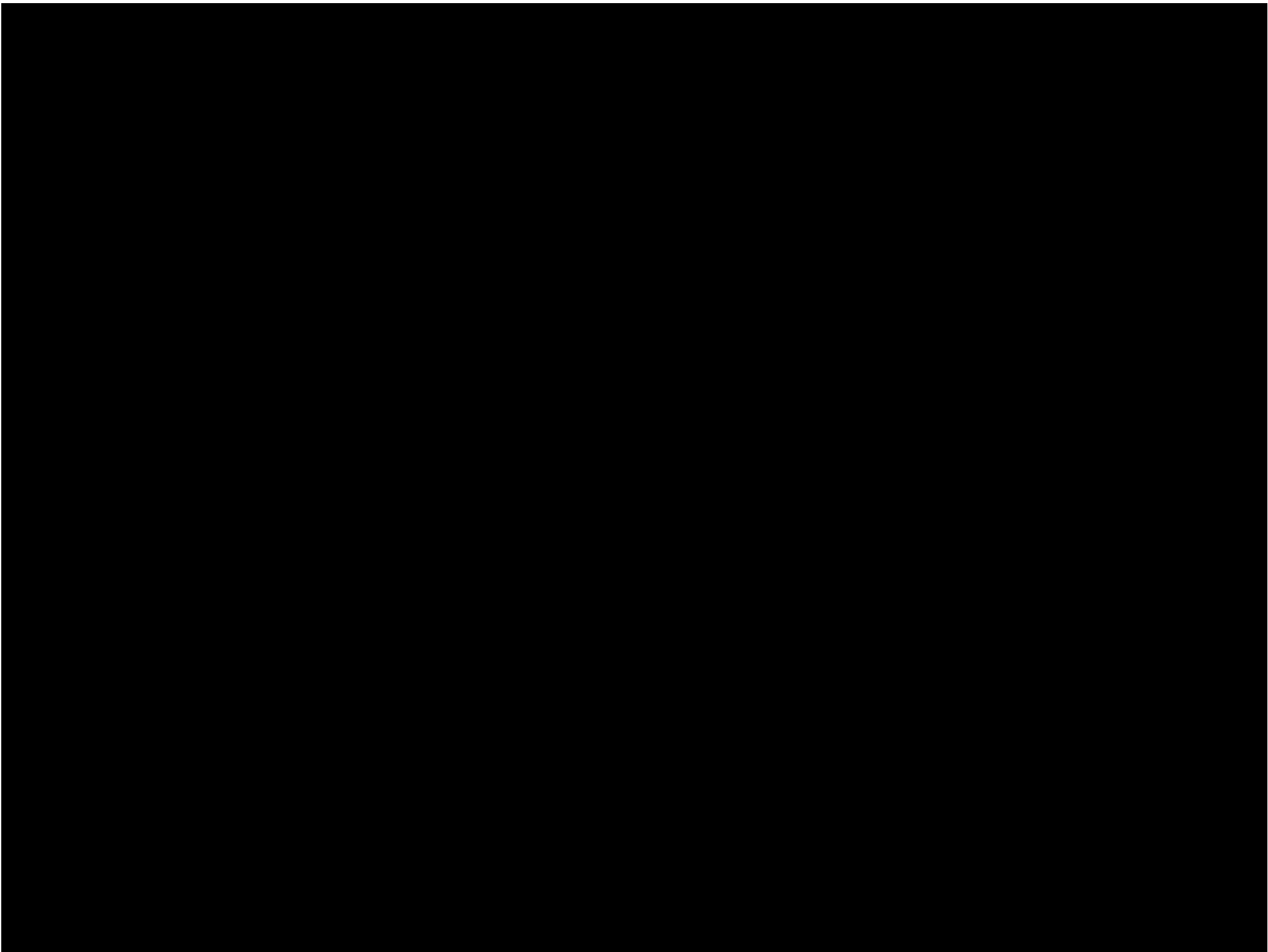
The words of your speech should be...

- A. Free from wax (avoid unnecessary words)
- B. Grammatically surefooted (good grammar in short sentences)
- C. Conversational
- D. Specific
- E. Picturesque
- F. Clear



The image features the Kahoot! logo in white, bold, sans-serif font, centered across the middle. The background is a stylized world map with a low-poly, faceted appearance. The map is divided into four quadrants by color: red in the top-left, blue in the top-right, yellow in the bottom-left, and green in the bottom-right. The entire map is set against a solid black background.

Kahoot!



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