

How to Communicate Ideas

Listener's Laws for Speech...

Adapted from Richard C. Borden, Fairfield, NJ: The Economics Press, 1935

I. Organization

A. Formal Platform Speech

	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

B. After Dinner Speech

*This speech follows the same basic organization as the formal platform speech except that it should include a humorous illustrative story with these three characteristics:

1. Tell a story that is actually illustrative whether it is funny or not.
2. Give a casual transition from your speech context into your story (don't announce you're about to tell a funny story).
3. Make a purposeful transition from your story back into the speech context.

II. Substance

*The content of the speech should include "for instances" (illustrations) which (are in)...

- A. Story form
- B. Involve famous people
- C. Animate the pages of history
- D. Based on colourful analogies
- E. Dramatize important statistics
- F. Interwoven with visual aids

III. Phraseology

*The words of the 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