Informative Speech Organizational Patterns - Examples

Chronological/Sequential

I. Internet first conceived in 1962 as the ARPANET
II. TCP/IP created in the 1980s (Internet as we know it)
III. End of Cold War: ARPANET decommissioned and WWW as we know it was born

I. Shave and sterilize the area to be tattooed
II. Trace the main lines of the tattoo onto the skin
III. Shade in the color sections
IV. Sterilize and bandage the new tattoo

Spatial

I. The roots anchor the tree and provide water/mineral nutrients
II. The trunk of the tree provides support for leaves and branches
III. The branch and leaf system provides food through photosynthesis

I. Eastern European Beer Styles
II. Western European Beer Styles
III. American Beer Styles

Causal

I. Many find commercial American beers to be bland and unsatisfying. (cause)
II. Because of this, the art of home brewing has seen a steady increase in popularity (effect)

I. Key West was once the richest city in America. (effect)
II. Competitive and questionable salvage operations were the source of this wealth (cause)

Problem/Solution

I. Motorized Transportation Problems
   a. Increasing traffic congestion
   b. Increasing pollution
   c. Increasing "road rage" from traffic-related stress
II. Riding Bicycle Solutions
   a. Bicycle riding reduces the number of motorized vehicles in use
   b. Bicycle riding is not a source of pollution
   c. Bicycle riding has physical and psychological health benefits

Topical/Categorical

I. Boston has solid economic stability
II. Boston has an enormous array of cultural activities
III. Boston has an extremely accessible public transportation system

I. Ale Beer Styles
II. Lager Beer Styles
**Informative Speech Organizational Patterns – Explanations**  
*Writing at CSU - http://writing.colostate.edu/index.cfm*

---

**Chronological Order**

A speech organized chronologically has main points oriented toward time. For example, a speech about the Farm Aid benefit concert could have main points organized chronologically. The first main point focuses on the creation of the event; the second main point focuses on the planning stages; the third point focuses on the actual performance/concert; and the fourth point focuses on donations and assistance that resulted from the entire process. In this format, you discuss main points in an order that could be followed on a calendar or a clock.

**Spatial Order**

A speech organized spatially has main points oriented toward space or a directional pattern. The Farm Aid speech's body could be organized in spatial order. The first main point discusses the New York branch of the organization; the second main point discusses the Midwest branch; the third main point discusses the California branch of Farm Aid. In this format, you discuss main points in an order that could be traced on a map.

**Causal Order**

A speech organized causally has main points oriented toward cause and effect. The main points of a Farm Aid speech organized causally could look like this: the first main point informs about problems on farms and the need for monetary assistance; the second main point discusses the creation and implementation of the Farm Aid program. In this format, you discuss main points in an order that alerts the audience to a problem or circumstance and then tells the audience what action resulted from the original circumstance.

**Topical Order**

A speech organized topically has main points organized more randomly by sub-topics. The Farm Aid speech could be organized topically: the first main point discusses Farm Aid administrators; the second main point discusses performers; the third main point discusses sponsors; the fourth main point discusses audiences. In this format, you discuss main points in a more random order that labels specific aspects of the topic and addresses them in separate categories. Most speeches that are not organized chronologically, spatially, or causally are organized topically.