



INFO 102: Create Your Own Structure

Introduction Word CT: 250-350 Sources: Typically 4-5	<i>The introduction starts your speech. It's arguably the most important single part as it shapes the assumptions your audience will hold about your topic for the remainder. Because of this, I'd recommend writing it last. It includes seven different parts:</i>
AGD (3-5 Sentences)	Tell a story about an individual or group involved in your topic.
Link → Topic Intro (1 Sentence)	Explain how that story fits into the larger narrative of your topic and name your topic verbatim.
Topic Definition (3-5 Sentences)	Foreshadow the rest of the speech by briefly discussing what your topic is, how long it has been around, its scope and magnitude, and its ongoing significance.
Significance of Functionality (1 Sentence)	Describe what your speech functionally does or could do for members of your audience.
Thesis (1 Sentence)	Describe the broad societal changes we should expect as a result of your topic, then name drop it again. Feel free to use this format: "Given [the significance of existence] we must explore [the topic]."
Preview (1 Phrase)	Plainly state your structure, signposting the main points you'll be discussing for the remainder of the speech.
Clincher (1 Phrase)	Find or write a short line which embraces the big picture significance of your topic to end the introduction.

Transitions Word CT: 60-75 (Each) Sources: 1 (Each)	<i>Each speech should have, in total, three full transitions. These transitions help bridge the gap between where you were and where you're going, giving you an area to provide information that didn't really fit anywhere else in the speech. And because the progression of the speech is one of timeframe, that's also how you can structure the transitions:</i>
T1 to Background	A narrative about the creation of the topic or about an earlier stage of it's being.
T2 to Applications	A narrative grounded in the present stage of the topic (i.e. where is it active? What do people think of it right now?).
T3 to Implications	A narrative about where the topic is headed in the future or what it calls us to understand.

Background Word CT: 100-140 (Each Subpoint) Sources: 2-3 (Each Subpoint)	<i>The background acts as the foundation of the speech, establishing the information your audience needs to understand in order to comprehend your applications and implications. Because of this, you should be picky about the way you structure it, what information you decide to include, and how you simplify your language to convey understanding. Pick one of the following structures below that seems to best fit your topic, or mix and match the questions to create your own:</i>	
Standard Structure for "Next Year" Topics	1st Subpoint: Invention Story. <ul style="list-style-type: none"> - Who started/invented/first thought of your topic? - When did your topic start/get invented/first become an idea? - Why was your topic started/invented? - How was your topic started/invented? 	2nd Subpoint: How It's Changed. <ul style="list-style-type: none"> - What happened right after it was started/invented/first thought of? - How has your topic transformed since its initial conception?
For "Next Year" Topics with Complex Functionality	1st Subpoint: Invention Story. <ul style="list-style-type: none"> - Who started/invented/first thought of your topic? - When did your topic start/get invented/first become an idea? - Why was your topic started/invented? - How was your topic started/invented? 	2nd Subpoint: How it Works. <ul style="list-style-type: none"> - Who is the intended user or audience of your topic? - How does your topic perform its functional aspect? (i.e. how does it work?)
For "Next Year" Topics with Complex Functionality and Significance	1st Subpoint: How it Works. <ul style="list-style-type: none"> - Who is the intended user or audience of your topic? - How does your topic perform its functional aspect? (i.e. how does it work?) 	2nd Subpoint: Scope and Magnitude Explanation. <ul style="list-style-type: none"> - What is the magnitude of your topic? Give a more in-depth description of its significance.
Standard Structure for "In the Past Decade..." Topics	1st Subpoint: How's it Been Misunderstood. <ul style="list-style-type: none"> - What has historically been misunderstood about your topic? - What is the unique harm of this misunderstanding? 	2nd Subpoint: Why We Haven't Heard About It. <ul style="list-style-type: none"> - Why haven't we heard about this before? - If it were covered up, who's responsible for that?
For "In the Past Decade..." Topics with Detail Oriented Significance	1st and 2nd Subpoint: Long Explanation about how it's been Misunderstood. <ul style="list-style-type: none"> - What has historically been misunderstood about your topic? - What is the unique harm of this misunderstanding? 	

Applications Word CT: 100-140 (Each Subpoint) Sources: 2-3 (Each Subpoint)	<i>This is where the two styles of Info topics really begin to deviate from one another. For "Next Year" topics, the applications act as the "climax" of your audience's investment in the speech, as this is the part where relevancy is emphasized most. However, for, "In the Past Decade..." topics, this point simply acts as another set of information ramping up to the implications. However, for both styles, this point in the speech where you want to focus on tangibility first and foremost. The following cells can either be made into one subpoint or expanded out into two:</i>	
Best Suited for "Next Year" Topics	How does your topic directly affect <u>people</u>? <ul style="list-style-type: none"> - How many people does it effect? - What did they lose or gain? - Could their experience be transferable to the potential experience of your audience? 	How does your topic directly affect <u>physical space or property</u>? <ul style="list-style-type: none"> - How much of this does your topic affect? - Did the stakeholders gain or lose something? - How does the transformation of this affect your immediate audience?
	How does your topic directly affect <u>discursive or ideological space</u>? <ul style="list-style-type: none"> - How much of this does your topic affect? - Did the stakeholders gain or lose something? - How does the transformation of this affect your immediate audience? 	What are the <u>benefits or drawbacks</u> of your topic's effect? <ul style="list-style-type: none"> - What is the most salient effect of your topic? - Who is the group of people most impacted? - What costs or benefits do they incur as a result of that effect?
	How it <u>works</u>. (If not already discussed in the background) <ul style="list-style-type: none"> - Who is the intended user or audience of your topic? - How does your topic perform its functional aspect? (i.e. how does it work?) 	A Demonstration. <ul style="list-style-type: none"> - You can do this with the physical invention if you get access or, if it's less tangible, simply put your audience in the shoes of someone experiencing your topic by scene setting and using second person language
Best Suited for "In The Past Decade..." Topics	The Real Story. <ul style="list-style-type: none"> - What is the true story we've been missing about your topic? - What is the unique benefit of understanding the real story? 	Why We Haven't Heard About It. (If not already discussed in the background) <ul style="list-style-type: none"> - Why haven't we heard about this before? - If it were covered up, who's responsible for that?
	Does this topic have a legacy behind it? <ul style="list-style-type: none"> - What has been the effect of that legacy? - If it doesn't have one now, did it ever? 	How has our lack of attention on this topic shaped its rise or decline? <ul style="list-style-type: none"> - What is the direct effect of our misunderstanding your topic prior to this speech? - What people, things, or ideas does that affect most?

Implications Word CT: 100-140 (Each Subpoint) Sources: 1-3 (Each Subpoint)	<i>Although the two styles of topics have really differed up to now, the way they structure Implications is virtually the same. The only difference is that for "In the Past Decade..." topics, this point should use the same personal language that "Next Year" topics do in the applications, tying the significance directly to the audience. So between the two topic types, there are really two different styles of implication argumentation:</i>	
It Best is Best to Embrace a Mixed Strategy (i.e. one of each)	Side Effects Based on information already established within the intro, background, or applications, this strategy focuses on a tangential, indirect effect or series of effects created by something within your topic. For "Next Year" topics, it gives you the opportunity to turn a negative application into a positive implication, or vice versa. And for, "In the Past Decade..." topics, you can address an idea or concept it pushes to the forefront of our minds now that we understand this story.	Extensions Short for, "an extension of previous analysis", this style of implication imagines the significance you've laid out in the intro and background will continue to proliferate, taking on a broader context and exercising a tremendously larger effect than before. For "Next Year" topics you're arguing what this topic will look like once it actually reaches its full audience. For, "In the Past Decade..." topics, it can address the proliferation of ideas (i.e. if more than your immediate audience heard this story, what would happen?).

Conclusion Word CT: 40-60 Sources: 0-1	<i>Conclusions are typically short and their purpose is mainly to reflect back on the speech and unite all the concepts which have been covered. Conclusions come in three parts:</i>	
Transition (1-2 Sentences)	Much like your other transitions, the transition to the conclusion mostly serves to get from point a to point b. However, instead of a narrative, it's much shorter. This is a good place to put a small anecdote or fact you didn't have room to put anywhere else, preferably relating to something in the imps.	
Return to Preview (1 Sentence)	Restate the preview, just in the past tense as it's something we already covered.	
Wrap-up (1-2 Sentences)	To unite the broad concepts of the speech together, I tend to prefer the use of an ethical argument or anecdote to keep the concepts broad but allow you to use more poetic or punchy language.	