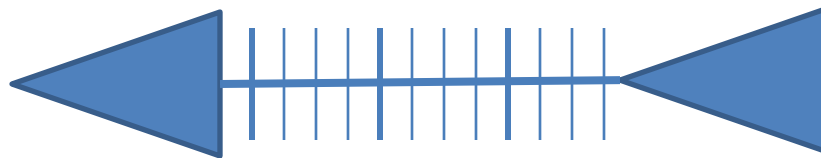


# Salmon Structure

## A Tool for Speech Organization



# **Salmon Structure**

**A research/organization convergence approach**

**Organizational Structure for  
Oral Presentations:**

**Introduction**

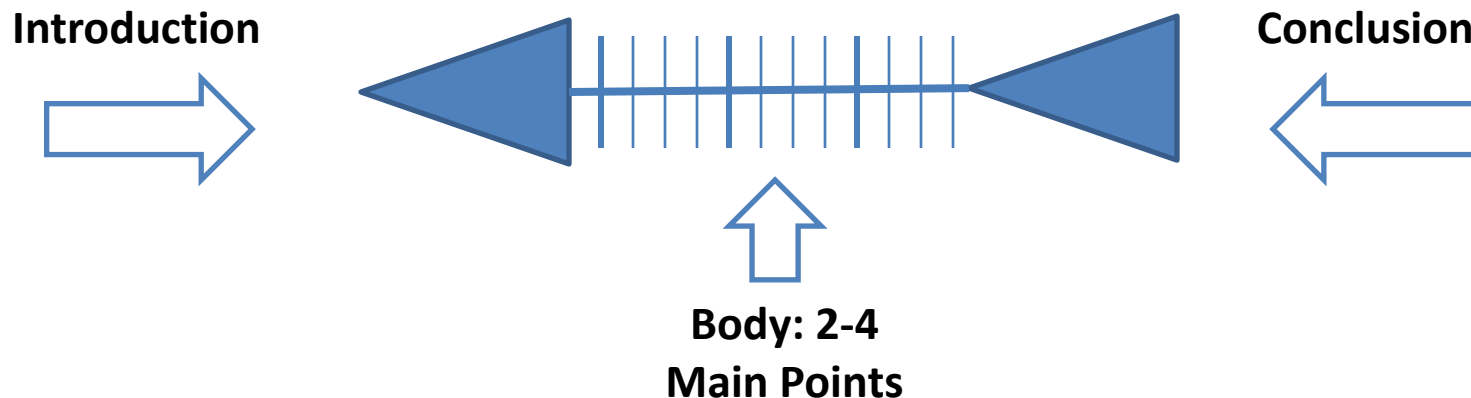
**Body**

**Conclusion**

# Salmon Structure

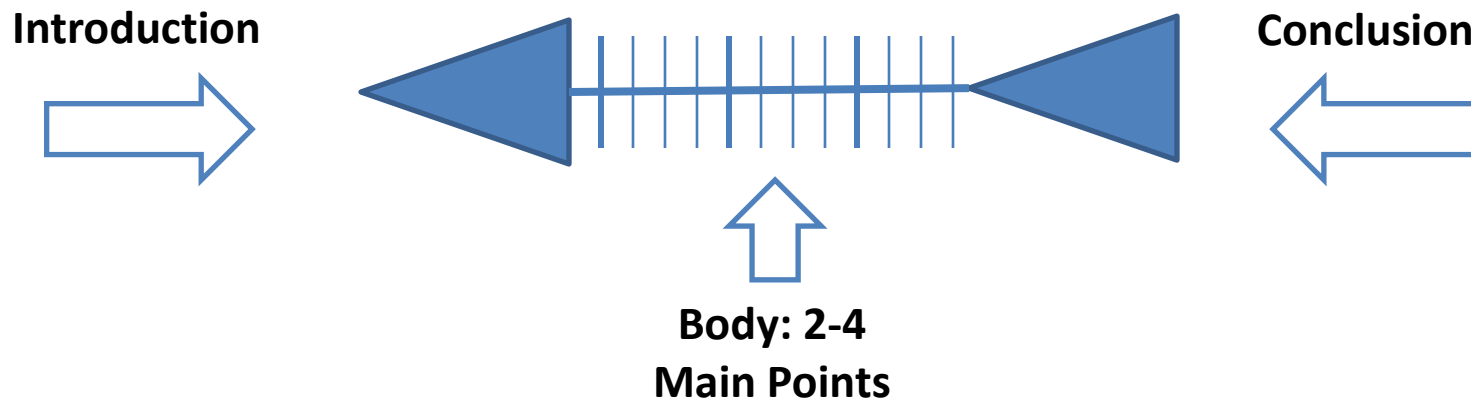
**Begin process with Topic (Draft) in order to initiate research. This is based upon audience analysis, scale, scope, and size of the situation, as well as in your interest in the proposed topic spectrum.**

**Allow yourself to drift from potential sub-topic to sub-topic. At this point you are providing your analytical and creative “selves” to converge.**



# Salmon Structure

Once a topic area has been identified, begin developing the skeleton structure



# Salmon Structure

Using the internet, journals, and library materials seek out categories of information generally related to your draft topic areas (this is called a topic spectrum). Put information (with references) onto note cards for ease of organization.

**Ideas for  
Introduction:**

**Startling Facts  
Stories  
Unusual Truths**

**Make a pile for stuff  
that might be a major  
or minor point:**

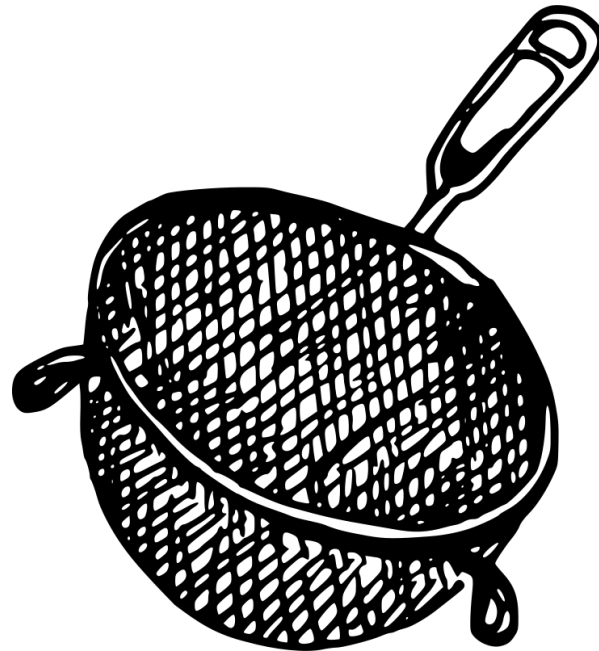
**Articles  
Books  
Studies  
Testimony**

**Ideas for  
Conclusion:**

**“Due-out” Tasks  
Memorable  
Ending**

# Salmon Structure

**During the research step of your journey “pour” the materials found through the “Tests of Evidence” strainer – this ensures each, every piece of information used in later steps passes the requirements for ethical speech.**



# Salmon Structure

## 5.5 Tests of Evidence



Accessibility

Adequacy

Recency

Relevance

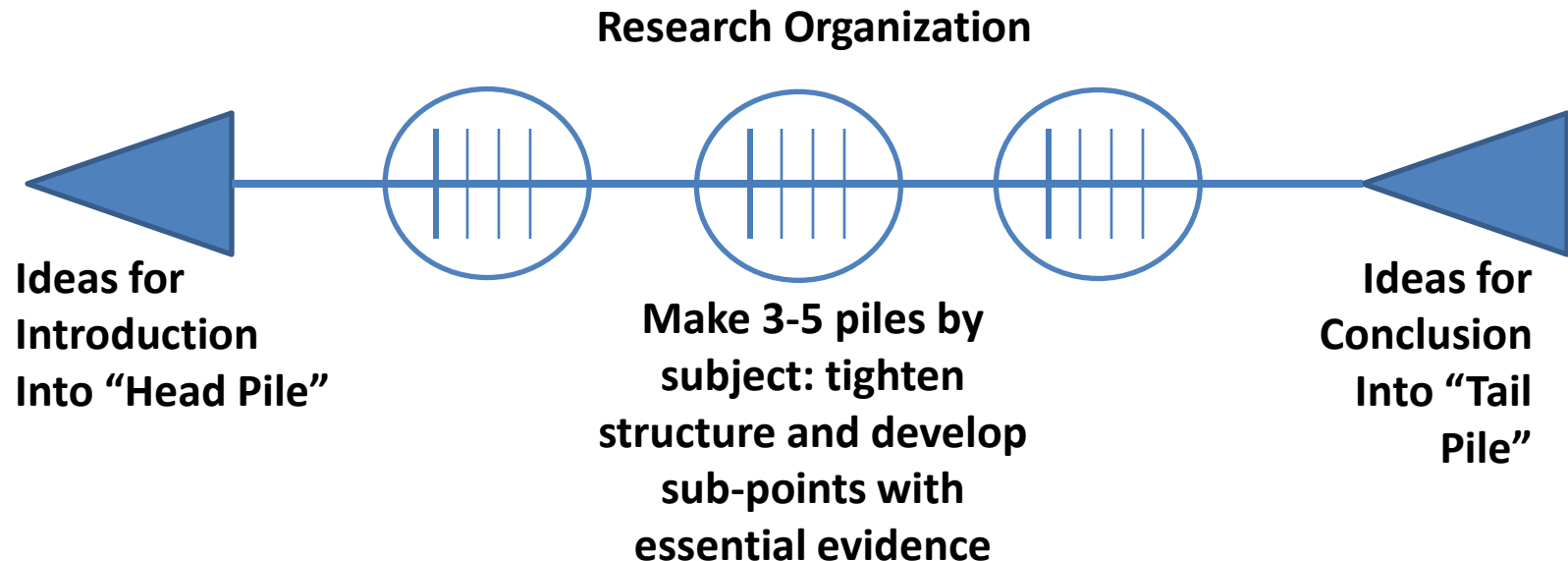
Consistency

Internal

External \*\*

# Salmon Structure

**After Your Topic is Selected it is quite likely that your presentation focus may shift. That is natural: research leads to interesting things. However, once you are settled on a topic, sort out the materials you have gathered in a helpful manner and begin organizing your ideas into cogent major points and/or themes.**

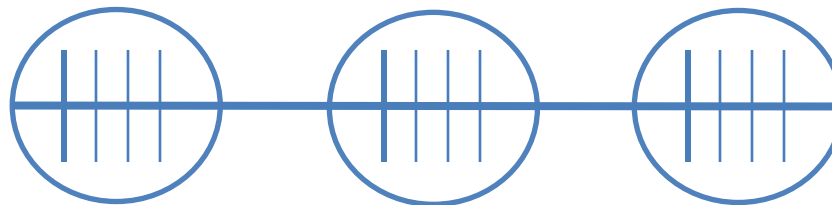




# Salmon Structure

**As you arrange your material, ask yourself how the major points and evidence support your thesis statement (claim and/or conclusion). Know how your minor points and support materials strengthen major points – why the data chosen is the best assembly of information your specific audience.**

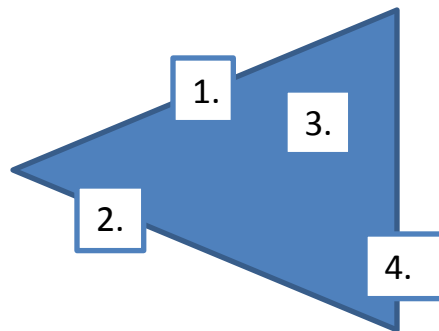
## Research Organization



**Make 3-5 piles by  
subject: tighten  
structure and develop  
sub-points with  
essential evidence**

# Salmon Structure

The Introduction (head of the fish) is critical and requires creative thinking as well as a “hook” to grab (and hold) attention.

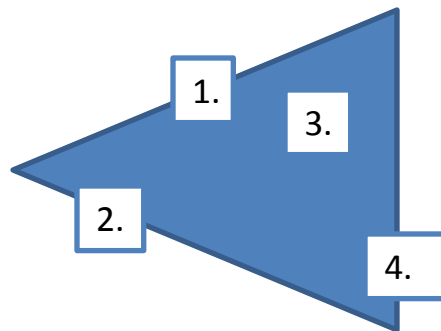


## Introduction I.

1. Attention Step (face)
2. Credibility (teeth)
3. Relevance (eyes)
4. Preview (transition space)  
\* Where head meets body

# Salmon Structure

The Introduction is critical and requires creative thinking as well as a “hook” to grab (and hold) attention.



**Introduction I.**

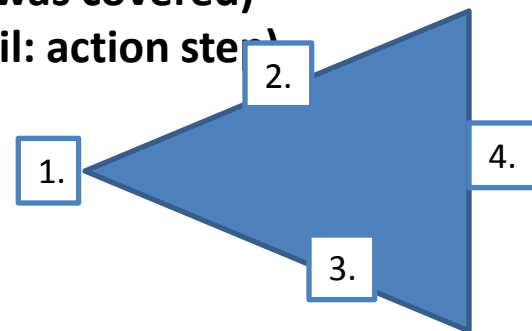
1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

# Salmon Structure

**The Conclusion is equally critical. It provides a summary of what you have explained – and provides an audience with something to do with it – in a memorable way.**

## **Conclusion V.**

- 1. Transition Signal (connection between the body and the tail)**
- 2. Summation (top of tail: brief synopsis of what was covered)**
- 3. What to do with the information (bottom of tail: action steps)**
- 4. Memorable End (tip of tail: “spark”)**

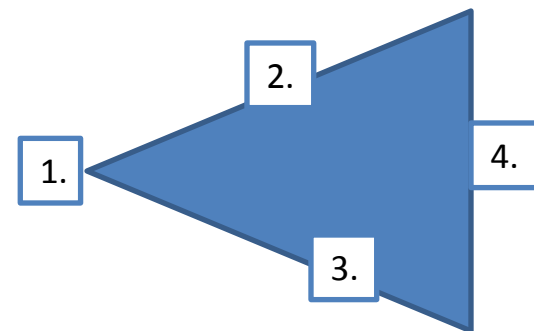


# Salmon Structure

**The Conclusion (tail of the fish) is equally critical. It provides a summary of what you have explained – and provides an audience with something to do with it – in a memorable way.**

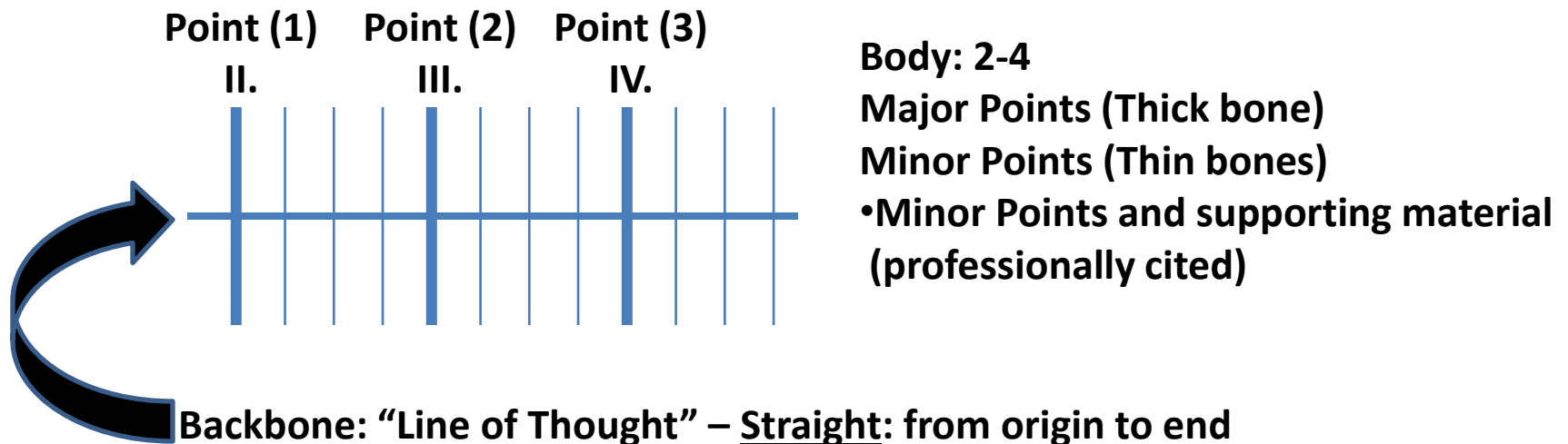
**Conclusion V.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_



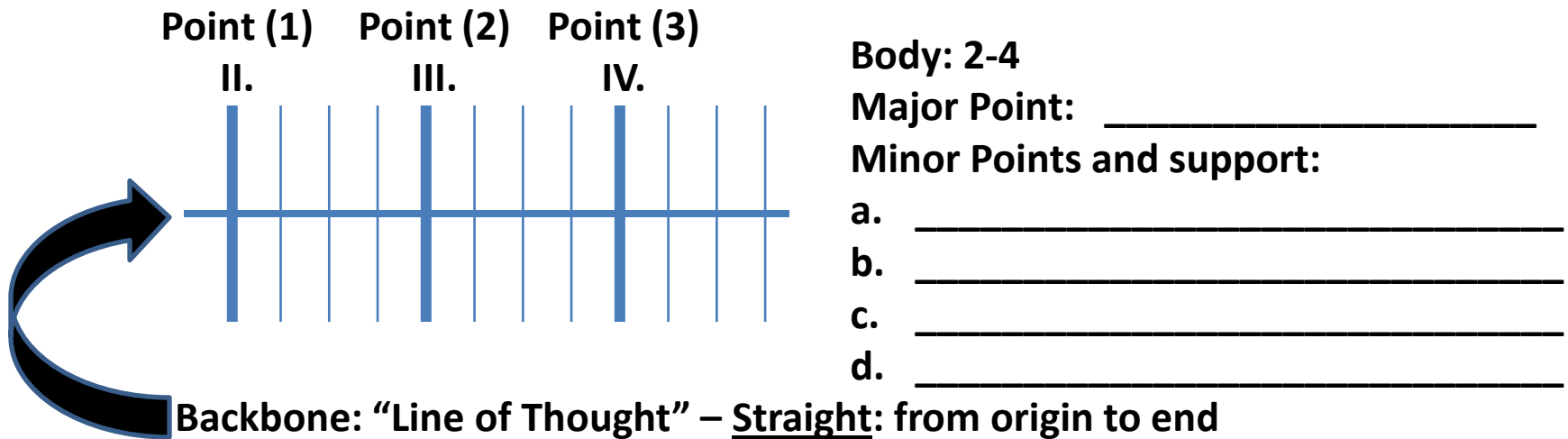
# Salmon Structure

The body of your presentation (fish) is the “power “ of your speech. It contains the major themes and evidence that demonstrate your credibility, knowledge, and insights. It shows the audience why they should consider what you are offering them.



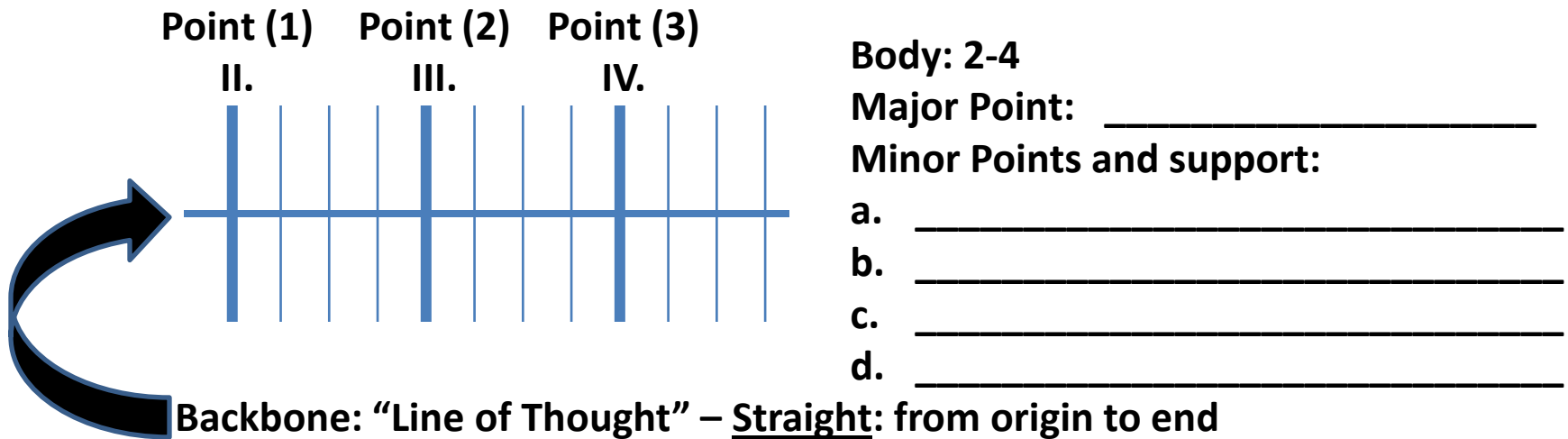
# Salmon Structure

The body of your presentation is the “meat” that proves you know what you are talking about, that your information is credible, and that people should consider the ideas you are offering them.



# Salmon Structure

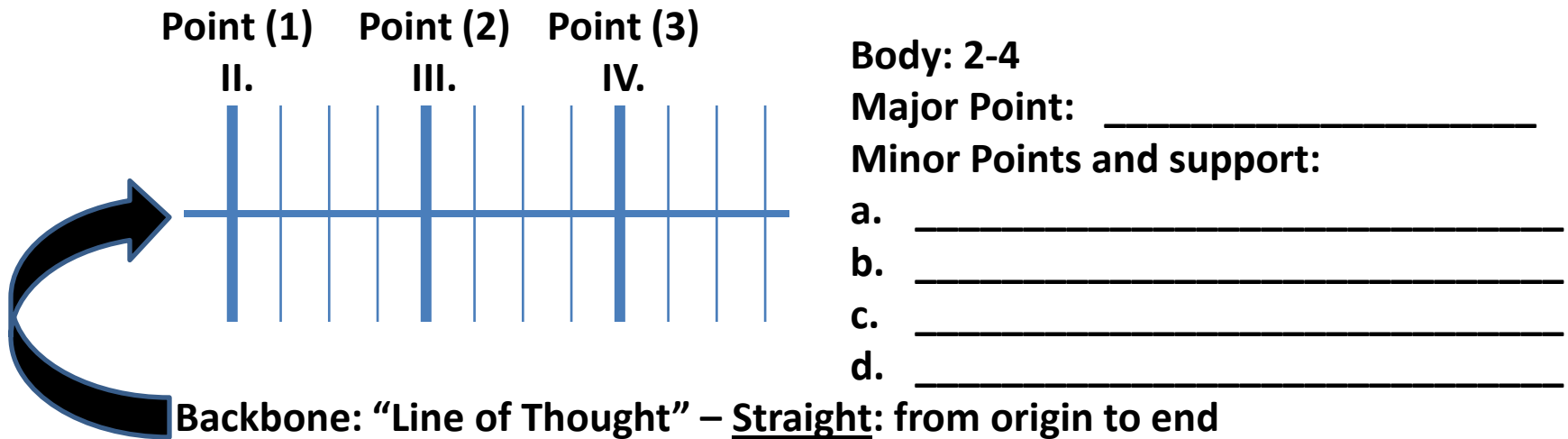
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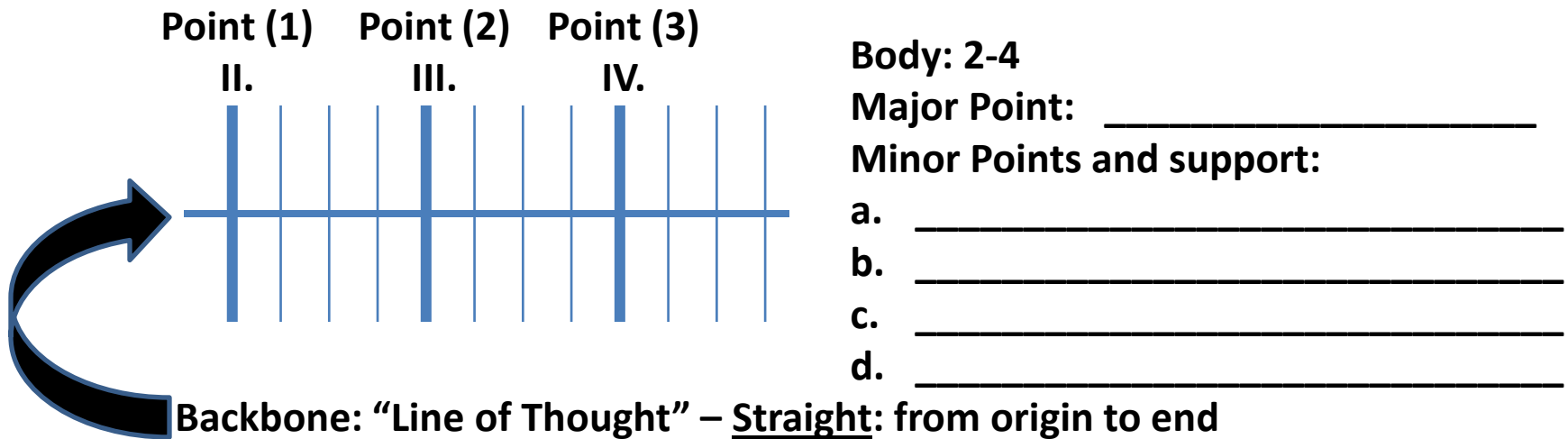
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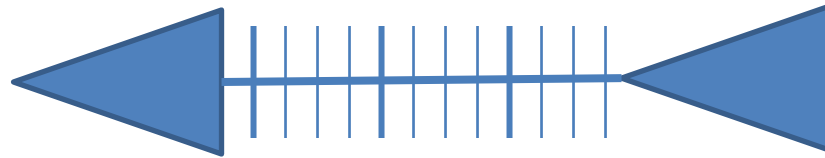
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# Salmon Structure

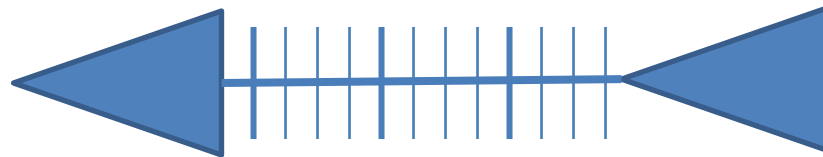
**Use your research notes to inform your formal presentation outline and handouts.**



**Use this approach to develop your draft outline. Use note cards (if you want) to organize materials into groups. After you are satisfied with the reasonableness of the groupings, test the evidence (to say what you want to say). Then start filling in the full-sentence outline.**

# Salmon Structure

**If done carefully, your presentation should “hang” together as well as the skeleton of a salmon. Structure matters, language choices will serve to strengthen your presentation. Let your research efforts help you.**



**Once you are comfortable with the full-sentence outline, transition it to a speech delivery outline (less formal), or skip straight to use of note cards (remember 4-5 note cards maximum). With practice, the note cards will hold the citation information, statistics, quotations, and major points (in your own words).**