

- Develops in terms of parts or perspectives
 - I. Topical
 - Treat subject by subtopics; flexibility, emphasis, etc
 - II. Parts
 - Treats subject by familiar divisions; Familiarity of Perspectives
- Logical Structures
 - Asserts that some ideas or situations stand in some necessary relationship to each other
E.g Cause And Effect, Problem And Solution, etc
 - 1. Casual
 - Treats subject by show a cause and effect relation
 - Reflects necessity not arbitrary
 - 2. Problem - Solution
 - Ideal for policy speeches and proposals
 - Capitalizes on Cognitive Dissonance Theory

Adapting Structure To Audience

- Steps to create a motivated sequence
 1. Attention
 2. Need
 3. Satisfaction
 4. Visualization
 5. Action
- Motivated sequence is based upon the Cognitive Dissonance Theory

Guides To Introduction & Conclusion Writing

- Introduction
 1. What is the relationship between the rhetor and the audience?
 2. What is the attitude of the audience towards the subject?
 3. What is the rhetor's relationship to the subject?
- Conclusion
 1. Summarizes the major ideas that led to the claim
 2. Fix the specific purpose in the audience's mind