

**A POCKET
GUIDE TO
PUBLIC
SPEAKING
4TH EDITION**

Chapter 15

Developing the Introduction and Conclusion

Preparing the Introduction

- Introduction can affect your entire speech
- Listeners decide within minutes whether they
 - ▶ Are interested in your topic;
 - ▶ Will believe what you say;
 - ▶ Will give you their full attention.

Preparing the Introduction (cont.)

- A good introduction serves to
 - ▶ Arouse the audience's attention;
 - ▶ Introduce the topic and purpose;
 - ▶ Establish your credibility;
 - ▶ Preview the main points;
 - ▶ Motivate audience acceptance of your goals.

Gain Audience Attention

- Methods of winning the audience's attention:
 - ▶ Use a quotation.
 - ▶ Should succinctly express the speech's theme
 - ▶ Tell a story.
 - ▶ Motivates the audience to listen
 - ▶ Promotes greater understanding of the message

Gain Audience Attention (cont.)

- ▶ Pose questions.
 - ▶ Can be real or rhetorical
 - ▶ Should make the audience think
- ▶ Offer unusual information.
 - ▶ Surprises the audience

Gain Audience Attention (cont.)

- ▶ Use humor.
 - ▶ Can be effective if used appropriately
 - ▶ Avoid sarcasm and belittling humor.
- ▶ Refer to the audience.
 - ▶ Creates goodwill and identification
 - ▶ Touch briefly on shared experiences.

Gain Audience Attention (cont.)



- ▶ Refer to the occasion.
 - ▶ Makes listeners feel recognized as individuals
 - ▶ People appreciate the direct reference.

Preview the Topic and Purpose

- Declare what your speech is about.
- Identify what you hope to accomplish.

Establish Credibility as a Speaker

- Make a simple statement about your qualifications.
- Briefly emphasize your experience or knowledge.

Preview the Main Points



- Previewing helps listeners mentally organize the speech.
- Introductory previews are straightforward.
- Save in-depth discussion for the body.

Motivate the Audience to Accept Your Goals

- Address your topic's practical implications.
 - ▶ Identify what listeners stand to gain.
- Convince audience members your purpose is consistent with their motives and values.

Preparing the Conclusion

- Conclusions serve to
 - ▶ Signal the end of the speech;
 - ▶ Summarize the key points;
 - ▶ Reiterate the central idea;
 - ▶ Challenge the audience to respond;
 - ▶ End the speech memorably.

Signal the End of the Speech and Provide Closure

- Use transitional words or phrases.
 - ▶ *Finally*
 - ▶ *In conclusion*
 - ▶ *Let me close by saying*
- Adjust your manner of delivery.
 - ▶ Vary your tone, pitch, rhythm, rate.

Summarize the Key Points

- Restating and emphasizing main points will
 - ▶ Help listeners to remember them;
 - ▶ Bring the speech full circle;
 - ▶ Provide a sense of completion.

Reiterate the Topic and Speech Purpose

- Always reiterate the topic and purpose.
 - ▶ Imprints them on the audience's memory

Challenge the Audience to Respond

- Informative speech challenges listeners to
 - ▶ Use what they've learned to benefit themselves.
- Persuasive speech challenges listeners to
 - ▶ Act in response to the speech;
 - ▶ See the problem in a new way;
 - ▶ Change their actions and beliefs.

Make the Conclusion Memorable

- Use the attention-getting devices:
 - ▶ Quotations and stories
 - ▶ Questions
 - ▶ Startling statements
 - ▶ Humor
 - ▶ References to the audience and occasion