

# BEGINNING & ENDING THE SPEECH

- The  
*INTRODUCTION*



# ***BEGINNING & ENDING THE SPEECH***



- **Gets the speaker off on the right foot**
  - **Creates a great first impression with the listeners**
  - **Boosts the speaker's self - confidence**

- *Four Objectives Of Introduction*



- *To Gain The Attention & Interest Of The Audience*



- **Eight Methods:**
  1. **Relate the topic to the audience**
  2. **State the importance of the topic**
  3. **Startle the audience**
  4. **Arouse the curiosity of the audience**

## **BEGINNING & ENDING THE SPEECH**

5. **Question the audience**
6. **Begin with a quotation**
7. **Tell a story**
8. **Other methods:**

**Refer to the occasion,  
invite participation, use  
audio & visual aids, relate  
to a previous speaker,  
begin with humor**

- *To Reveal The Topic Of The Speech*





# **BEGINNING & ENDING THE SPEECH**



- **An Effective Introduction Always Clearly States The Topic**
  - **To avoid confusing the audience**

- *To Establish the Credibility & Good Will Of The Speaker*



- ***Credibility*** (Ethos)  
Is How A Speaker Is  
Perceived By An  
Audience On A  
Particular Topic



# BEGINNING & ENDING THE SPEECH



- Establishing **Good Will** Is A Matter Of Showing That A Speaker Has The Audience's Best Interests At Heart

- *To Preview the Body Of The Speech*

**Internal Preview  
(Blue Print)**

# ***BEGINNING & ENDING THE SPEECH***

- **Tells Audience What To Listen For In The Speech**
- **Generally Comes At The End Of The Introduction**
- **Can Be Used To Present Info The Audience Needs For Understanding Of The Rest Of The Speech**

- ***FIVE TIPS FOR  
PREPARING THE  
INTRODUCTION***



- *Keep The Introduction Relatively Brief*
  - **No More Than 10 % To 20% Of The Speech**



- **Keep An Eye Out For Possible Introduction Material As You Do The Research**
  - **File Them With Your Notes To Keep Them Handy**

- **Be Creative In Devising The Introduction**
  - Experiment With 2 Or 3 Different Introductions To See Which Might Work Best

- *Prepare The Introduction After You Have Prepared The Body Of The Speech*

# ***BEGINNING & ENDING THE SPEECH***

- **This Will Make The Wording Of The Introduction Much Easier, Because You Will Know What Main Points You Will Be Introducing**

- ***Work Out Your Introduction In Detail***
  - **Write It Out *Word-for-word***
  - **Rehearse It Over & Over So You Can Maintain Eye Contact During Delivery**

# BEGINNING & ENDING THE SPEECH



- The  
**CONCLUSION**

- **Ends The Speech On A Strong Note**
  - **Gives The Speaker One Last Chance To Emphasize The Main Points**
  - **Creates A Favorable Final Impression**



- *Two Objectives of Conclusion*



- *To Signal The End Of The Speech*

- *Verbal Cues*
  - “In Conclusion”
  - “One Last Thought”
- *Manner Of Delivery*
  - Crescendo Ending
    - Dissolve Ending

# **BEGINNING & ENDING THE SPEECH**

- *To Reinforce The Audience's Understanding Of Or Commitment To The Central Idea Of The Speech*

- **Four Methods:**
  - *Summarize* The Main Points
  - Conclude With A *Quotation*
  - End With A *Dramatic Statement*
  - *Refer Back To* The Introduction

- ***FOUR TIPS FOR  
PREPARING THE  
CONCLUSION***

- *Keep An Eye Out For Possible Concluding Material As You Do The Research*
  - File Them With Your Notes To Keep Them Handy

# BEGINNING & ENDING THE SPEECH

- Conclude With A  
**BANG**,  
Not A Whimper



- **Be Creative In Devising A Conclusion To Capture The Minds And Hearts Of Your Listeners**





# ***BEGINNING & ENDING THE SPEECH***

- **Experiment With 2 Or 3 And Choose The Conclusion That Will Have The Most Impact**

- *Don't Be Long Winded*
  - **The Conclusion Should Be No More Than 5% To 10% Of The Speech**

- *Don't Leave Anything In The Conclusion To Chance*
  - **Write The Conclusion Out Word-for-word**
  - **Rehearse, Rehearse, Rehearse For Maximum Impact**