

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**

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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*



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- **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



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- 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**