

## **Introduction and conclusion**

Your introduction should set the tone for your entire speech. If you are going to start with a funny saying try to add humor throughout your speech. If you are going to ask a question, pause and ask another question after you have answered the first one for the audience.

After you have decided the tone of your speech remember that you have three functions to perform with the introduction:

1. Gain the attention of the audience.
2. Establish a speaker-audience-topic.
3. Orient the audience to what is to follow.

**Gain Attention**-how do you gain the attention of your audience?  
There are several ways to accomplish this goal.

- 1) Ask a rhetorical question. (That is a question that no one is expected to answer, for example: Do you want to succeed in college?  
Or, "How many of you have suffered through a boring lecture?"
- 2) Refer to recent events, use a quotation, cite little known facts or statistics
  - a) People are more likely to tune into something they might have heard before, or an event that is so shocking that they have to listen.
  - b) Be careful to use these ideas as a tool to connect what is relevant in your speech.
- 3) Use a Dramatic story or Humor
  - a) These techniques are ways to draw people to listen
  - b) A good story is like a good book, you refuse to put it down.
  - c) Just like a good book humor can relax and quickly connect with an audience.

## **Establish a speaker-audience-topic relationship**

After you have gained your audiences attention, your job is now to connect yourself with the audience and your topic.

- 1) Establish your Credibility. This technique is a way for you to establish your competence on the subject and how you connect to the material in some way.

2) Refer to others present. This will help you connect the past with a present experience.

3) Express your pleasure or interest in speaking.

4) Compliment the audience. This technique is worth mentioning in some situations but should be avoided in a classroom situation because it becomes obvious and awkward.

5) Express similarities with the audience. This is used to create an insider vs. outsider connection with the audience, an us versus them scenario.

### **Orient the Audience**

1) Give a general idea of your subject. Example, "Tonight I am going to talk about"

2) Identify your main points.

3) Give a detailed preview.

4) Identify your goal.

### **Conclusion**

Your conclusion is so important because it is usually the last thing the audience remembers. Your job is to summarize, motivate and provide closure.

### **Summarize.**

1) Restate your thesis or purpose.

2) This is used to repeat the goals you hope to achieve.

3) Restate why the topic was so important.

4) Restate your main points.

### **Motivate**

1) Ask for a response. This could be to think about the topic, to change an attitude or perspective, or even to motivate others.

2) Reiterate the importance of the issue.

3) This is used to strengthen opinions, beliefs, and attitudes on an issue.

4) Provide directions for future actions. Tell the audience specifically what you want them to do.

## **Finally**

Things you don't want to do.

- 1) Don't apologize. You may not feel confident or prepared enough, but apologizing for it only makes your audience look for faults.
- 2) Don't rely on gimmicks. Gimmicks are ways to shock an audience but do not relate to the topic at hand. For example slamming your book on the table or telling a joke that has no connection to your speech.
- 3) Don't preface your introduction. Don't use statements like, "I am really nervous but here goes" or "Before I begin I would like to say" or "I hope I can remember everything." This is the same as apologizing, it helps the audience look for faults, not for information.
- 4) Last, do not introduce NEW materials in your conclusion. Your conclusion is meant to summarize and reinforce your ideas not to add new ideas.