Introductions and Conclusions
Objectives of a Speech Introduction

- Gain attention and interest of the audience.
- Create a relationship with the audience.
- Establish familiar territory.
- Reveal the topic of the speech.
- Establish credibility and goodwill of the speaker.
- Preview of the body of the speech.
Seven Ways to Gain Attention

- Relate the topic directly to the audience
- State the importance of the topic
- Startle the audience
- Arouse the curiosity of the audience
- Question the audience
- Begin with a quotation
- Tell a story
Tips for an Effective Introduction

- Your introduction should be relatively brief. No longer than about one minute.
- Relate your subject to your entire audience.
- Memorize your introduction. Never read!
- Include thesis statement and mapping statement.
- Avoid long quotes.
- Avoid unrelated jokes.
- Never apologize!
Bring it Home – Winning Conclusions!

- Conclusions have three functions:
  - To signal the end of the speech
  - Reinforce your topic in a larger context (internal summary)
  - To provide verbal and nonverbal closure.
Conclude With a Bang, Not a Whimper!

- Conclusions should be no longer than one minute.
  - Close with a dramatic story.
  - Close with a quote or question.
  - Close with a call to action.
  - Tell them what you told them!
    - Don’t apologize.
    - Don’t leave them hanging.
Conclusions That Make Ellen Cry

“That’s it!” or “That’s all.”

“In conclusion…”

“Thank you.”

“I’m done.”

Use your vocal quality to effectively close your speech!!!!!!