

Chapter 8

Exploring Public Speaking, 4th edition

Open Resource Textbook for Basic Public
Speaking Course

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Overview

- General Guidelines for Introductions and Conclusions
- Structuring the Introduction
- Structuring the Conclusion

General Guidelines

- Introductions and conclusions have several purposes and parts
- Length
 - 10-15% of the speech time for introduction
 - So, 30-45 seconds of a 5-minute speech.
 - 5-10% of speech time for conclusion
 - So, about 30 seconds in a 5-minute speech (maximum)

Structuring/Composing the Introduction

- Best to compose the introduction after having a strong sense of the body of speech
- Five elements
 - Get audience's attention
 - Establish or enhance your credibility
 - Establish Rapport with Audience
 - Preview Your Topic/Purpose/Central Idea
 - Preview Your Main Points

Getting Audience Attention

- Anecdotes and Narratives
 - Should be short or summarized
 - Can be personal (and truthful) historical, current, or from literary sources (parables)
 - Relevance very important
 - Be sure that you are in control of emotion

Getting Audience Attention-Methods

- Rhetorical question
- Startling Statistics/Facts
- Immediate reference to subject/purpose
- Reference to audience/appeal to self interest
- Reference to current or historical events
- Humor
- Quotations

In all these techniques

- Seek for relevance to topic
- Seek for familiarity and interest for audience
- Make sure technique is not offensive

Structuring the Conclusion

- Element 1: Signal the End
- Element 2: Restate Main Points (always summarize)
- Element 3: Provide clincher (something memorable to leave audience with)

Techniques for concluding

- A challenge
- A quotation of relevance
- Visualizing the future
- By Inspiration (poem, heroic figure)
- Question
- Refer Back to Introductory Method
- Anecdote or Personal Story (best for persuasion)
- Reference to Audience or Audience Self-Interest

Important Don'ts

□ Introductions

- Rambling, trying to get comfortable, wasting time
- Beginning to talk while still approaching the lectern/platform
- Starting with Specific Purpose Statement
- Talking too fast (let audience get used to your voice)
- Reading your introduction (eye contact vital at beginning)
- Being “pedantic” or “lecturey”

Important Don'ts

- ❑ Conclusions
 - ❑ Signaling end more than once
 - ❑ Bringing up new material
 - ❑ Rambling
 - ❑ Talking as you leave the platform (and making faces!)