



chapter 9 Beginning & Ending the Speech

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The Introduction

- Get attention, interest
- Reveal topic
- Establish credibility, goodwill
- Preview body of speech

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How to Gain Attention

- Relate topic to audience
- State importance of topic
- Startle audience
- Arouse curiosity



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How to Gain Attention

- Question audience
- Begin with quotation
- Tell story

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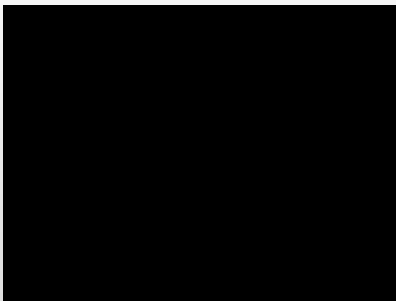
Relating to Audience



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Telling a Story




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Credibility

Perception of speaker's qualifications



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Goodwill

Perception of whether speaker has best interests of audience in mind

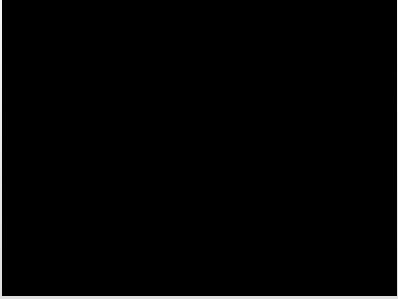
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Preview Statement

Statement in introduction that identifies main points to be discussed in body

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Presenting Preview Statements




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Preparing the Introduction

- Be concise (10-20 percent of speech)
- Look for introductory materials as you research
- Be creative



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Preparing the Introduction

- Finalize wording after body is done
- Work out content, delivery in detail

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The Conclusion

- Signal end of speech
- Reinforce central idea



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Crescendo Ending

Building to zenith of power, intensity

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Using Crescendo Ending



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Dissolve Ending

Generating emotional appeal by fading to dramatic final statement

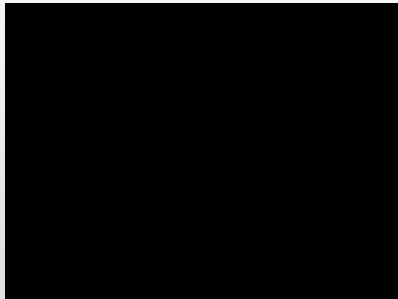
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Reinforce Central Idea

- Summarize speech
- End with quotation
- Make dramatic statement

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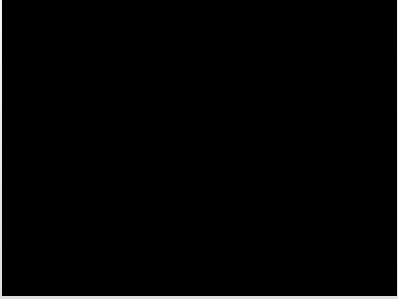
Summarizing in Conclusion



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Linking Conclusion to Introduction




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Preparing the Conclusion

- Look for materials while researching
- Conclude with bang, not whimper



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Preparing the Conclusion

- Be brief (5-10 percent of speech)
- Work out content, delivery in detail

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