Chapter Objectives

After reading this chapter, students should be able to:

1. Identify the four objectives of a speech introduction.
2. Explain seven methods that can be used to gain attention in an introduction.
3. Identify the major functions of a speech conclusion.
4. Explain the methods a speaker can use to fulfill the functions of a conclusion.

Chapter Outline

I. Speeches need effective introductions and conclusions.
   A. An effective introduction gets the speaker off on the right foot.
   B. An effective conclusion ends the speech on a strong note.

II. There are four objectives of a speech introduction.
   A. The first objective is to gain the attention and interest of the audience.
      1. One method of gaining attention is to relate the topic to the audience.
2. A second method is to state the importance of the topic.
3. A third method is to startle the audience.
4. A fourth method is to arouse the curiosity of the audience.
5. A fifth method is to question the audience.
6. A sixth method is to begin with a quotation.
7. A seventh method is to tell a story.
8. Other methods of gaining attention include referring to the occasion, inviting audience participation, using audio equipment or visual aids, relating to a previous speaker, and beginning with humor.

B. The second objective of a speech introduction is to reveal the topic of the speech.
C. The third objective of a speech introduction is to establish the credibility and goodwill of the speaker.
   1. Credibility is a matter of being perceived by the audience as qualified to speak on a particular topic.
   2. Establishing goodwill is a matter of showing that the speaker has the audience’s best interests in mind.
D. The fourth objective of a speech introduction is to preview the body of the speech.

III. There are five tips for preparing an effective introduction.
   A. The introduction should usually be relatively brief.
   B. Speakers should keep an eye out for potential introductory material as they research the speech.
   C. Speakers should be creative when devising their introductions.
   D. Speakers should not be concerned with the exact wording of the introduction until the body of the speech is finished.
   E. The introduction should be worked out in detail so it can be delivered effectively.

IV. A speech conclusion has two primary functions.
   A. The first function is to signal the end of the speech.
      1. One way to signal the end of a speech is with a brief verbal cue such as “In conclusion” or “One last thought.”
      2. Another way to signal the end is by the speaker’s manner of delivery.
   B. The second function of a conclusion is to reinforce the audience’s understanding of or commitment to the central idea of the speech.
      1. There are four methods of accomplishing this.
         a. One method is to summarize the main points of the speech.
         b. A second method is to conclude with a quotation.
         c. A third method is to end with a dramatic statement.
         d. A fourth method is to refer back to the introduction of the speech.
2. These methods can be used separately or in combination to create an effective conclusion.

V. There are four tips for preparing an effective conclusion.
   A. Speakers should keep an eye out for potential concluding materials as they research the speech.
   B. Speakers should conclude with a bang instead of a whimper.
   C. Speakers should not be long-winded in the conclusion.
   D. Speakers should prepare the content and delivery of their conclusions with special care.

Exercises for Critical Thinking  (from text page 203)

1. Here are six speech topics. Explain how you might relate each to your classmates in the introduction of a speech.

   Social Security          laughter
   coffee                   steroids
   illiteracy               blood donation

Discussion: Students often have great difficulty deciding how to relate their speech topics directly to their classmates. This exercise is designed to give them some practice, and it works equally well as a homework assignment, as a group activity in class, or simply as the basis for a general class discussion. After the class deals with each item, you may want to read your students the following excerpts from the introductions of student speeches on each of the six topics.

Social Security:

   Many of you may think, "What does Social Security have to do with me? I'm young, healthy, and nowhere near retirement age."

   But Social Security has a lot to do with you. If you don't have a job today, you will in a couple of years. And when you do, you will pay Social Security taxes. How much will you pay? That depends on how much you earn. If you earn $40,000, you will pay more than $3,000 a year in Social Security taxes. At present tax rates, that comes to more than $125,000 in the course of your working career. You should know where your money goes and whether you will ever benefit from it.