CHAPTER 10 INTRODUCTIONS AND CONCLUSIONS

Learning Objectives

- Explain the primary three objectives of every introduction to a speech-to establish credibility, compel the audience to listen, and preview the speech.
- Explain what it means to "tell them what you just told them" when concluding a speech.
- Explain why they might want to avoid using clichés and disclaimers in introductions and conclusions.

Chapter Outline

I. Beginning Your Speech
   A. Establish Your Credibility
      1. The audience should be provided with an introduction from a reliable source. The speaker should provide the audience with the specific qualifications or expertise he or she has regarding the topic. Attire and nonverbal communication are the first things the audience uses to judge the speaker.
   B. Compel Your Audience to Listen
      1. Speakers must compel the audience to listen by furnishing them with audience-centered reasons for listening. The more personal and audience-related the reasons for listening, the more likely the audience will accept them.
   C. Preview Your Speech: Tell Them What You're Going to Tell Them
      1. A preview gives an overview of the main points and helps the audience organize what is to come in a systematic way. The preview always comes at the end of the introduction.

II. Ending Your Speech
   A. Summarize Your Speech: Tell Them What You Just Told Them
      1. The summary provides the audience with a quick review of all major points. The summary immediately follows the discussion of the final point.
   B. Leave Them Wanting to Hear More
      1. Ending remarks should hook up with opening remarks in a clever way, relying on a famous, relevant quotation or relating a dramatic story.

III. Strategies to Grab and Motivate Your Audience
   A. Personal Stories
      1. Beginning the speech with a personal story allows the audience to feel a sense of shared background, experience, and history. Ending the speech with a personal story helps bring home a point in the conclusion.
   B. Emotional Appeals
      1. Depending on the topic and the purpose of the presentation, the speaker may want to incite fear, guilt, anger, passion, pity, love, or other emotional responses. Emotional responses should not alienate the audience, but should help form a common bond or empathy.
   C. Famous Quotations
      1. Famous, but familiar, quotes and the words of famous speakers, politicians, and entertainers are effective ways to begin or end a presentation. The originator of any quotation must be acknowledged during the speech.
   D. Startling Facts and Statistics
      1. Facts and statistics that amaze can entice the audience to listen or to leave with a "gee-whiz!" response.

IV. Strategies to Avoid
   A. Overused Clichés
      1. Clichés are trite phrases or expressions that are common and overused. At one time, these phrases were effective, but due to overuse, audiences view them as tiresome, unoriginal, and annoying.
   B. Disclaimers and Apologies
      1. Disclaimers are used to deny any responsibility for a faulty presentation. Apologies allow the speaker to assume total responsibility for doing a bad job or for having nothing further to contribute. Both are used to set up the audience for a failed presentation.