

The Introduction and Conclusion

8



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Primacy-Recency Effect

▶ The **primacy-recency effect** is the tendency to remember the first and last items conveyed orally in a series rather than the items in between

The Introduction

- ▶ An introduction is generally about 10% of the length of the entire speech
- ▶ The introduction achieves four primary goals
 - Get attention
 - Convey listener relevance
 - Establish speaker credibility
 - Identify the thesis statement

The Introduction (con't)

► **Get Attention**

- **A startling statement**
- **Questions**
 - **Rhetorical** question or **direct** question
- **A story**
- **A joke**
- **A personal reference**
- **A quotation**
- **An action**
- **Create suspense**

The Introduction (con't)

► **Establish Relevance**

- Motivate the audience to listen
- Create a clear listener relevance link
 - A statement of how and why your speech relates to or might affect your audience

The Introduction (con't)

► **Establish Credibility**

- ethos – competence and character (trust)
- pathos – appeals to emotion
- logos – perception of truth through evidence and reasoning
- Speaker must establish ethos in the introduction of the speech

The Introduction (con't)

► State the Thesis

- Tell the audience what the speech is about
- State the main points of the speech (number of main point, not the details)



Telling a story is a time-honored way to get attention for a speech

Bill Aron/PhotoEdit

Select the Best Introduction

▶ **Select the Best Introduction**

- Compare different openings
- Introduction should meet the four goals and be long enough to encourage listeners to hear the speech
- Introduction should not be so long that too little time is left for the substance of the speech

Introductions

Chapter 8



Right-click on the boxes to view the videos

► The Conclusion

- Summarize goal and main points
- Clinch
 - Vivid imagery
 - Appeals to action
- Selecting the best conclusion
 - Create 2-3 conclusions, then choose the best
 - For short speeches, 1-3 sentence conclusions

The Complete Formal Outline with Reference List

▶ **The Complete Formal Outline**

● **Listing sources**

● **Writing a title**

- Simple statement of subject
- Question
- Creative title

The Complete Formal Outline

with Reference List (con't)

▶ **The Complete Formal Outline (con't)**

● **Reviewing the Outline**

- Standard set of symbols?
- Main and major subpoints in complete sentences?
- Main and main subpoints contain a single idea?
- Each major subpoint relates to or supports its major point?
- All subpoint elaborations indicated?

Conclusions



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- ▶ Writing an introduction

<http://writingcenter.tamu.edu/2010/types-communication/presentations-2/outlining-a-presentation/>