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## Lesson 3

### Planning a Speech: The Introduction and Conclusion

The introduction serves several purposes: it gets the attention of the audience, it introduces your topic, and it allows you to present your purpose statement. A typical introduction takes about ten percent of the allotted time for the speech.

So how can you best begin the speech? It is vital that the introduction be interesting; you don't want your audience to "tune you out" immediately. Start with an attention-getting device, which leads to the purpose statement at the end of the introduction. The attention-getting device must tie to the topics that will later be discussed in the speech.

Study these examples of techniques to use in the introduction of a speech.

**Rhetorical question** (question that does not need to be answered yet or that the audience already knows the answer to)

- ▶ If you could do anything you wanted on a warm summer day, what would it be? For me, I would curl up under a tree with a good book.
- ▶ What is your earliest memory? Mine is sitting on my dad's lap listening to him read me a story.

**Quotation from a famous person or source**

- ▶ Ephesians 6:1 says, "Children, obey your parents in the Lord." While I didn't always do that as a child, as I get older, I see the importance of this verse.
- ▶ "Dare to be a Daniel; dare to stand alone." When I was a child, this was my favorite song, possibly because it encouraged me to do what was right.

**Startling (or interesting) statement**

- ▶ One January when I was younger, I counted all the books I had read or that had been read to me that month: 47! I've always loved to read.
- ▶ Three people in my extended family, including me, have the same birthday. But to make it more unusual, we have a birthday only every four years, because it falls on February 29.



Plan the *conclusion*, or ending, of your speech carefully; it will leave the final impact with your audience.

Your conclusion should summarize your main points and leave your audience thinking. Be careful not to include any new information in the conclusion; for example, do not mention a new argument or refer to another point.

**Do not say:** “I greatly appreciate my parents and how they have helped me to grow. My grandfather has also influenced my life greatly, but I won’t take the time to tell you about that. I hope I can follow their example in being a godly influence on others.”

Some of the methods for introductions can also be used for the conclusion, along with several others. You can even combine several methods; for example, putting a summary with another type of closing. Notice that several of the example conclusions refer back to the introduction. This helps the audience complete your speech in their minds. Also notice how each conclusion will leave the audience thinking about a different point—the type of conclusion you use should help your audience to remember your main point.

**Summary of key points** (*often the easiest and best conclusion*)

- ▶ So you can see that my family, my hobbies, and my responsibilities have all helped to make me the person I am today.

**Rhetorical question**

- ▶ So what does my future hold? I don’t know. I only know that I place it in God’s hands.

**Quotation from a famous person or source**

- ▶ Ephesians 6:1 says, “Children, obey your parents in the Lord.” While I didn’t always do that as a child, as I get older, I see the importance of this verse.
- ▶ As I consider my past life and the future ahead of me, I place my trust in Proverbs 3:5-6, “Trust in the Lord with all thine heart; and lean not unto thine own understanding. In all thy ways acknowledge him, and he shall direct thy paths.”

**Anecdote**

- ▶ Even though I have always been close to my family, as I get older, I especially enjoy our time together. I think one of my favorite memories will always be the trip my family took out West last year. As we sat around a campfire one evening singing, I realized that my family would always be important to me.

**Recommendation for action from the audience** (*works well for a persuasive speech*)

- ▶ So if you haven’t curled up under a tree with a good book recently, I challenge you: take some time to broaden your world and read.



**Follow the directions.**

- 4. Brainstorm at least four ideas you could use for the conclusion of your speech.

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- 5. Write a sentence that summarizes the main points of your speech.

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- 6. Now write the conclusion for your speech.

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## Lesson 4

### Using a Note Card

Typically a public speaker does not read his speech, but uses notes. To help you with the delivery of your speech, prepare your notes on index cards.

On the note cards, write out the introduction and conclusion of the speech word for word to help you start and end confidently. For the body of your speech, simply write your outline on the note cards, along with any quotations or statistics you want to get exactly right. You can also include any notes to yourself of specific items you want to remember.

When delivering your speech, you will want to establish eye contact with your audience as much as possible instead of staring at your notes. Therefore, the note cards should be easily readable and not include too much information.

Intro: If you could do anything you wanted on a warm summer day, what would it be? For me, I would curl up under a tree with a good book. Reading has always been one of my favorite pastimes.

Purpose: Today I'm going to be telling you about my life, specifically my family, my responsibilities, and my hobbies.

I. My family

A. Dad - 1. works at factory  
2. takes care of lawn & garden  
3. with the children on Saturdays

B. Mom - 1. excellent cook  
2. makes quilts

C. Siblings - 1. Sisters: share a room  
2. Brothers:

II. My responsibilities

A. Homework - 1. must complete as soon as home from school  
2. try not to have any on Saturdays

B. Cooking - 1. make supper one evening a week  
2. often bake on Saturday  
3. anecdote about burned cake

III. My hobbies

A. Reading - 1. first real book Little House on the Prairie  
2. often reading two books at one time  
3. anecdote: got in trouble for reading instead of picking tomatoes

B. Gardening - 1. had to help in  
2. sell

C. Writing letters -

Conclusion: tell about secret place where like to read

Final sentence: So you can see that my family, hobbies, and responsibilities have all had a part in making me the person I am today.



### Follow the directions.

- Using index cards, prepare at least two, but no more than five, note cards for your speech. Use the outline, introduction, purpose statement, and conclusion that you have already prepared. Show your note cards to your teacher when you are finished.



## Tips for Speech Delivery: Posture and Movement

After you have planned and written out your speech, it's time to speak! The best way to improve your public speaking skills is to practice. The best way to get over being nervous is to practice. Practicing your speech ahead of time also allows you the opportunity to find areas that you need to develop and to see if you have enough or too much material to fit the time limit.

### Posture

Standing straight and tall signifies that you are sure of yourself and helps your audience pay attention to you. Good posture also can give you self-confidence as you are speaking. Slouching, on the other hand, often shows that you are not in control of the situation.

### Gestures

Keep your hands relaxed at your sides or on the podium, if you are using one—not in your pockets or behind your back. All gestures should be performed purposefully, not just out of nervousness. If you tend to “talk with your hands,” make sure that they do not fly wildly out of control. Make any gestures above the waist so that everyone in your audience can see them.

### Other Movements

You may wish to include some movement in your speech, especially if you are not using a podium. Like gestures, movements should be planned and should fit with what you are saying. Moving to the right or left can symbolize the beginning of a new main point. Or moving to and pointing at a visual aid can give variety. Do not pace back and forth in front of your audience or shift your weight from one foot to the other, or rock on the sides of your feet.

### Using a Podium

In some public speaking situations, you will have a podium on which you may place your note cards. (Ask your teacher if you will be using a podium.) If so, place your note cards in order on the podium and turn or shuffle them as needed. Do not handle the note cards unnecessarily. Do not lean on the podium.

If you do not have a podium, hold your note cards in one hand at about waist level, keeping them as inconspicuous as possible. Do not switch them from hand to hand, fold them, tap them, or play with them in any way.

### Eye Contact

It is important to establish eye contact with each member of your audience in the course of your speech. This shows that you are interested in your audience and helps them to stay involved in the speech. Eye contact involves more than a simple sweeping of the eyes across your audience. Rather, you should look at each person before moving on. Make sure you look at everyone in the audience—sometimes speakers focus on only certain groups, leaving others out. Also, be certain you don’t stare at the floor, walls, or ceiling while speaking. Although that might feel less intimidating to you, it will make your audience wonder what you are looking at!

To establish eye contact, you must know your content well enough that you do not need to look at your notes every few seconds. It is perfectly acceptable to glance at your notes now and then for reminders, but do not ignore your audience.

### Summary

All of these pointers are important, and you should do your best to follow them. But do not get tense and uptight with trying to remember them all. Be natural, and be aware of your audience.



**Match the correct examples with the terms. You may use answers more than once.**

a. movement

b. posture

c. gestures

d. eye contact

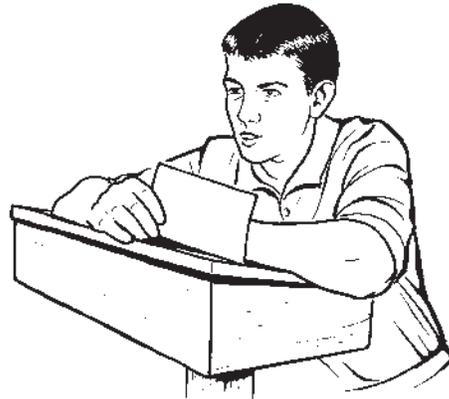
2. \_\_\_ Ken looks at the students at the left side of the room first, then focuses on those on the right, and then those in the middle.
3. \_\_\_ Gina stands erect as she walks to the front of the room, places her note cards on the podium, and keeps her shoulders back as she speaks.

4. \_\_\_ Rick holds up one, then two, and then three fingers as he lists his favorite foods.
5. \_\_\_ While giving his first main point, Trent stands behind the podium. He moves to the right for his second main point.
6. \_\_\_ Nicole points to a certain part of her visual aid while talking.

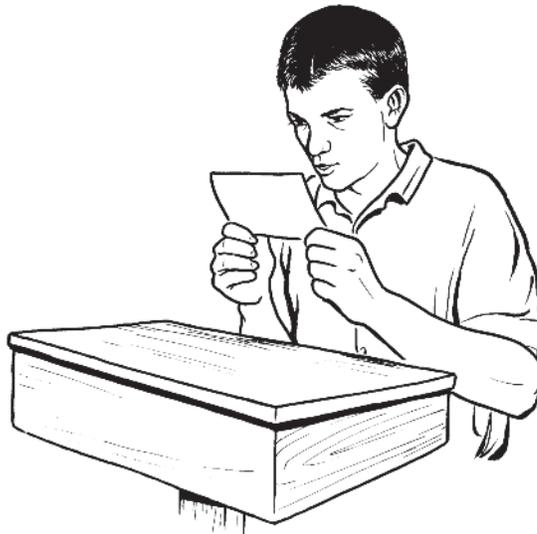


Examine these pictures. Tell what each speaker is doing wrong.

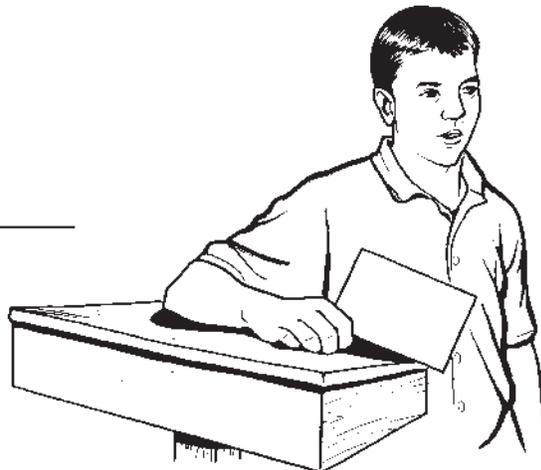
7. \_\_\_\_\_



8. \_\_\_\_\_



9. \_\_\_\_\_





Using your note cards, practice your speech by yourself. Time yourself to see if you need to add or subtract information so the speech lasts four to seven minutes.

## Lesson 5

### Tips for Speech Delivery: Voice and Expression

When you actually deliver your speech, concentrate on more than just the content. The way you say it also contributes to or detracts from the message.

#### Expression

Your facial and vocal expression will help clarify the meaning of your speech. Expression needs to match what you are saying. For example, if you are relating a humorous anecdote, smile. Or if you are telling of someone's death, have a somber expression. If you tell something exciting, make your voice sound excited.

Practicing in front of a mirror or with a close friend who will give honest feedback can help you determine if you have the proper expression.

#### Pitch

The pitch, or highness and lowness of the sounds you make, should also fit with the content of your speech. Your voice should go up at the end of a question. Fluctuate your pitch to give emphasis; for example, a low intense whisper builds suspense. Varying your pitch is also important to avoid a monotone.

Sometimes novice speakers tend to speak higher than usual because of nervousness, but you should try to speak in a normal conversational tone.

#### Volume

*Volume* refers to how loudly or softly you speak. Especially if you are speaking in front of a large audience, make sure your voice is loud enough that everyone can hear easily. Yet you do not want to be shouting; that can be annoying for an audience to listen to.

#### Articulation

Speaking with precision and clear articulation is also important. This refers to saying all sounds of a word clearly so your speech is easy to understand. Native speakers of a language tend to drop ending sounds of words or slur sounds together. For your audience to have clear understanding of your speech, articulate. Focus on the sounds you make. Move your tongue carefully to avoid lazy slurring of sounds. You can even record yourself and listen to your speaking to see if it is clear. Also be sure to practice the pronunciation of any unfamiliar words.

#### Rate

*Rate* refers to how rapidly you speak. You should attempt to say approximately 130-160 words per minute. If you speak too quickly, the audience may not be able to follow your ideas. If you speak too slowly, the audience is likely to get bored. Practicing your speech will help you speak at a proper rate and avoid awkward pauses while you attempt to think of what to say next. Practicing a proper rate will also help you overcome the natural tendency to use "fillers" such as *um*, *uh*, or *you know*.