



Opening en Conclusion

Primary functions of introductions

- Arouse audience attention
- Enhance the ethos of the source
- Preview the body of the message

Ways of beginning messages

- Startling statement
- Striking question
- Suspense
- Quotation
- Illustration
- Humor
- Reference to occasion or place
- Appeal to self-interest of receiver
- Challenge to the audience
- Personal reference
- Statement of purpose
- Reference to recent incident
- Complimenting the audience
- Reference to the preceding speaker
- Beginning directly with the subject

Conclusion

1. Make a general summary
2. Summarize individual points
3. Appeal to the emotions
4. Indicate personal intentions
5. Request specific action
6. Refer to a quotation
7. Appeal to the audience's self-interest
8. Refer to the following speaker
9. Return to the method employed in the introduction

Conclude with a bang, not a whimper

Signal the ending

In conclusion

One last thought

Let me end by saying