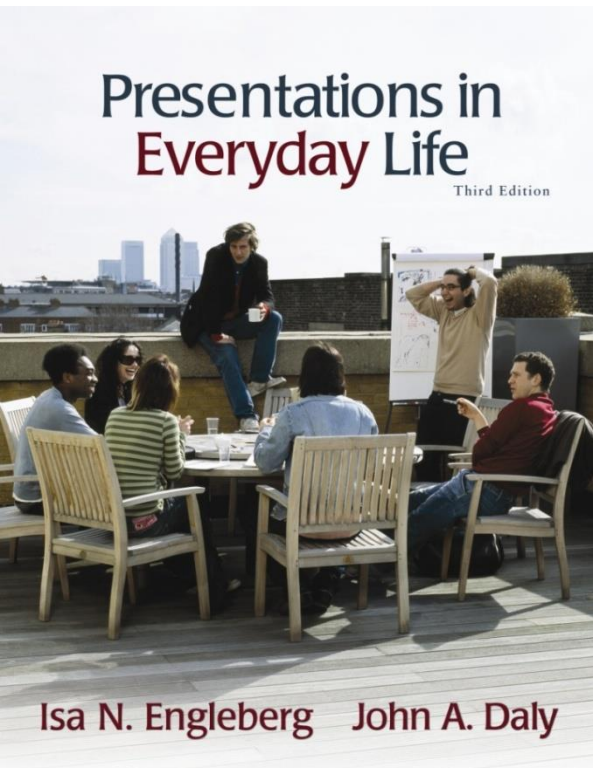


Chapter 10: Introductions and Conclusions



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Chapter 10: Introductions and Conclusions



- Introductions as Mini-Presentations
- Effective Introductions
- Conclusions as Mini-Presentations
- Effective Conclusions

Effective Introductions

- Focus audience attention
- Connect you to your audience
- Put *you* in the your presentation
- Set the emotional tone
- Preview your message

Assess the Introduction

Many years ago, when I was a child, my grandmother used to say to me, “If anyone asks if you are Indian, you tell them no. You tell them you are Choctaw.”

Based on a speech by Onawa Anderson, a Choctaw Indian

Does the introduction:

- Focus audience attention?
- Connect to the audience?
- Put the speaker in the presentation?
- Set the emotional tone?
- Preview the message?

Ways to Begin

- **Topic-Specific Introductory Methods**
 - Rely on topic-related supporting material to capture attention, gain interest, enhance the speaker's credibility, focus on the topic, and set the appropriate mood.
- **Situation-Specific Introductory Methods**
 - Also rely on the speaker's adapting to the interests and concerns of a specific audience in a particular setting or situation

Primacy Effect

- Given a list of items to remember, we will tend to remember the first few things more than those things in the middle. We also tend to assume that items at the beginning of the list are of greater importance or significance.

Primacy Effect

- One reason that the Primacy effect works is that the listener is more likely to start off paying attention, then drifting off when the subject gets boring or the listener is internally processing data you have given them.
- The limitations of memory also have an effect, and we can miss middle items as we continue to rehearse and process the initial items.

Topic-Specific Introductions

- Interesting example or statistic
- Quotation
- Story
- Question
- Presentation Aid

Match the Method

“Billy, aged 3, throws himself on the floor and sobs when he’s not allowed to eat potato chips before lunch. Should his mother give him the chips? Ignore him? Try to calm him down? or hit him?”

- Interesting example or statistic
- Quotation
- Story
- Question
- Presentation Aid

Situation-Specific Introductions

- Refer to the place or occasion
- Refer to a recent or well-known event
- Directly address audience interest and needs
- Establish a personal link

Match the Method

As parents, you face many choices. I'm not talking about choosing a child care provider. I'm not talking about choosing a sports team. I'm here to talk about vouchers—and why you should support public and charter schools instead.

- Refer to the place or occasion
- Refer to a recent or well-known event
- Directly address audience interest and needs
- Establish a personal link

How to Start Strong

- Plan the beginning and the end.
- Do not apologize to your audience.
- Avoid using “My speech is about”
- Have more than a great beginning—make sure you have a great presentation, too.

Critique the Introduction

College drinking kills more than 1,700 students annually. It causes more than 600,000 injuries. It results in 97,000 serious sexual assaults or date rapes. So why—given these terrible statistics—have more than 100 college and university presidents signed a petition calling for a *lower* legal drinking age on their campuses?

Source: *The Week*, September 5, 2008, p. 17.

Recency Effect

- Given a list of items to remember, we will tend to remember the last few things more than those things in the middle. We also tend to assume that items at the end of the list are of greater importance or significance.

Effective Conclusions

- **Be memorable**
 - What's the one thing I want my audience to remember?
- **Be clear**
 - What's the one thing I want my audience to understand?
- **Be brief**
 - Be clear, be brief, be seated!

Ways to End

- Summarize
- Quote someone
- Tell a story
- Share your personal feelings
- Use poetic language
- Call for action
- Bookend

Match the Method

Public schools deserve to be fully funded. Magnet schools can help students develop their gifts. Science and technology schools can help students prepare for high tech careers. And regular public schools can continue teaching a new generation about the world we live in and how they can contribute. Let's give public schools a real chance before we sentence them to detention."

- Summarize
- Quote someone
- Tell a story
- Share your personal feelings
- Use poetic language
- Call for action
- Bookend

Match the Method

As a boy, Harry Potter was told he had the power to change the lives of all individuals in the wizarding community. You, too, have the power to change peoples' lives—the lives of students, faculty, and staff in the public education system. And I look forward to doing this with you! Best of luck to each and everyone of you!”

(Kristen Bub, “Welcome to Harvard’s School of Education,” 2007)

- Summarize
- Quote someone
- Tell a story
- Share your personal feelings
- Use poetic language
- Call for action
- Bookend

Ending Strong

- **Make sure it matches**
 - Match the mood and method of your ending to the mood and style of your presentation.
- **Have realistic expectations**
 - Don't ask your audience to believe or do something unless your request is carefully worded, reasonable, and possible.

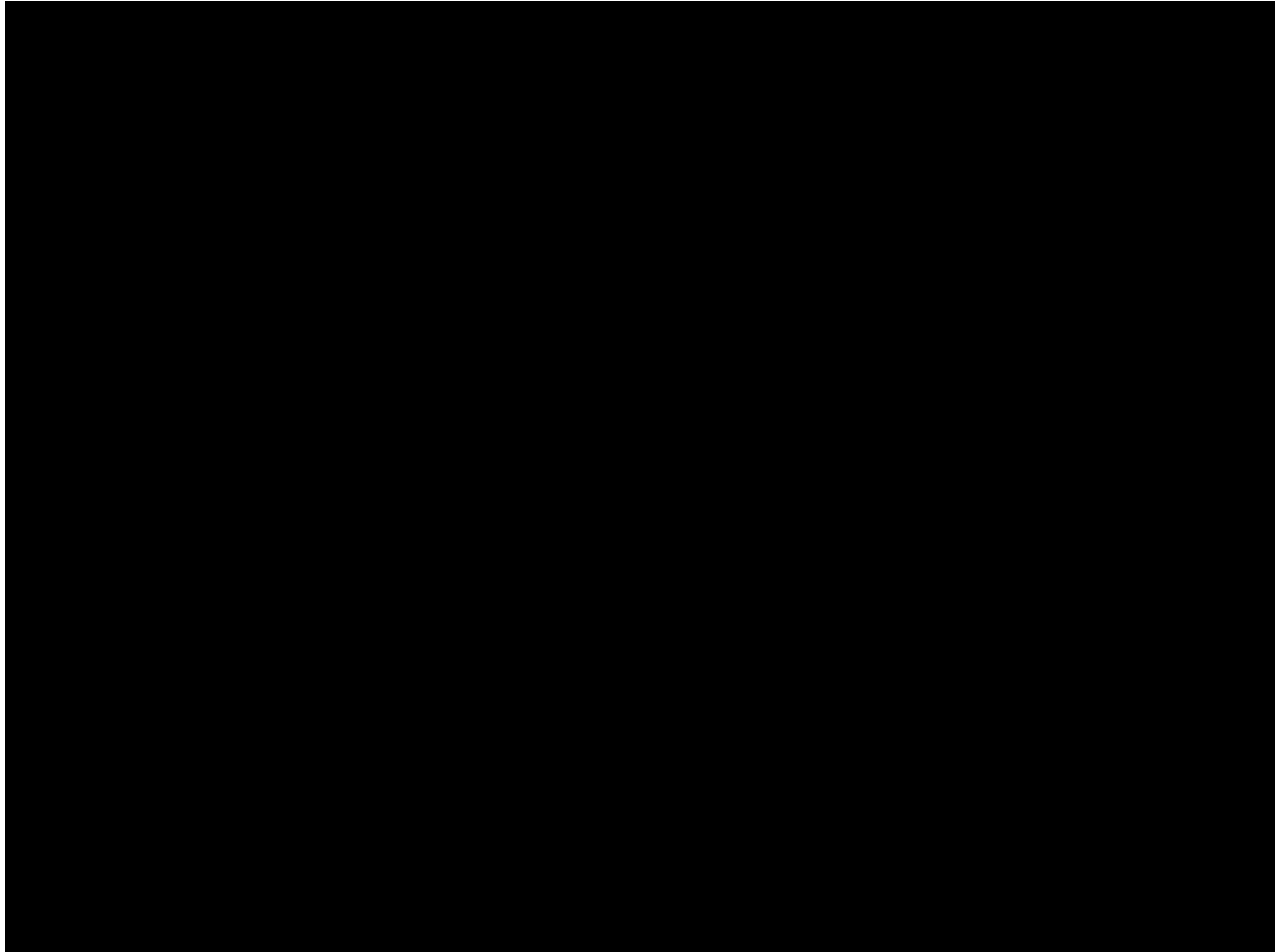
Critique the Conclusion

“Above all, we give thanks for the life of a woman I am so proud to be able to call my sister; the unique, the complex, the extraordinary and irreplaceable Diana, whose beauty, both internal and external, will never be extinguished from our minds.”

(Conclusion of Earl Spencer’s eulogy for his sister, Diana, Princess of Wales, September 1977)

How to open and close presentations?

■



Now You Do It

Write an impromptu introduction and conclusion for one of the following topics:

Homeland Security

Video Games

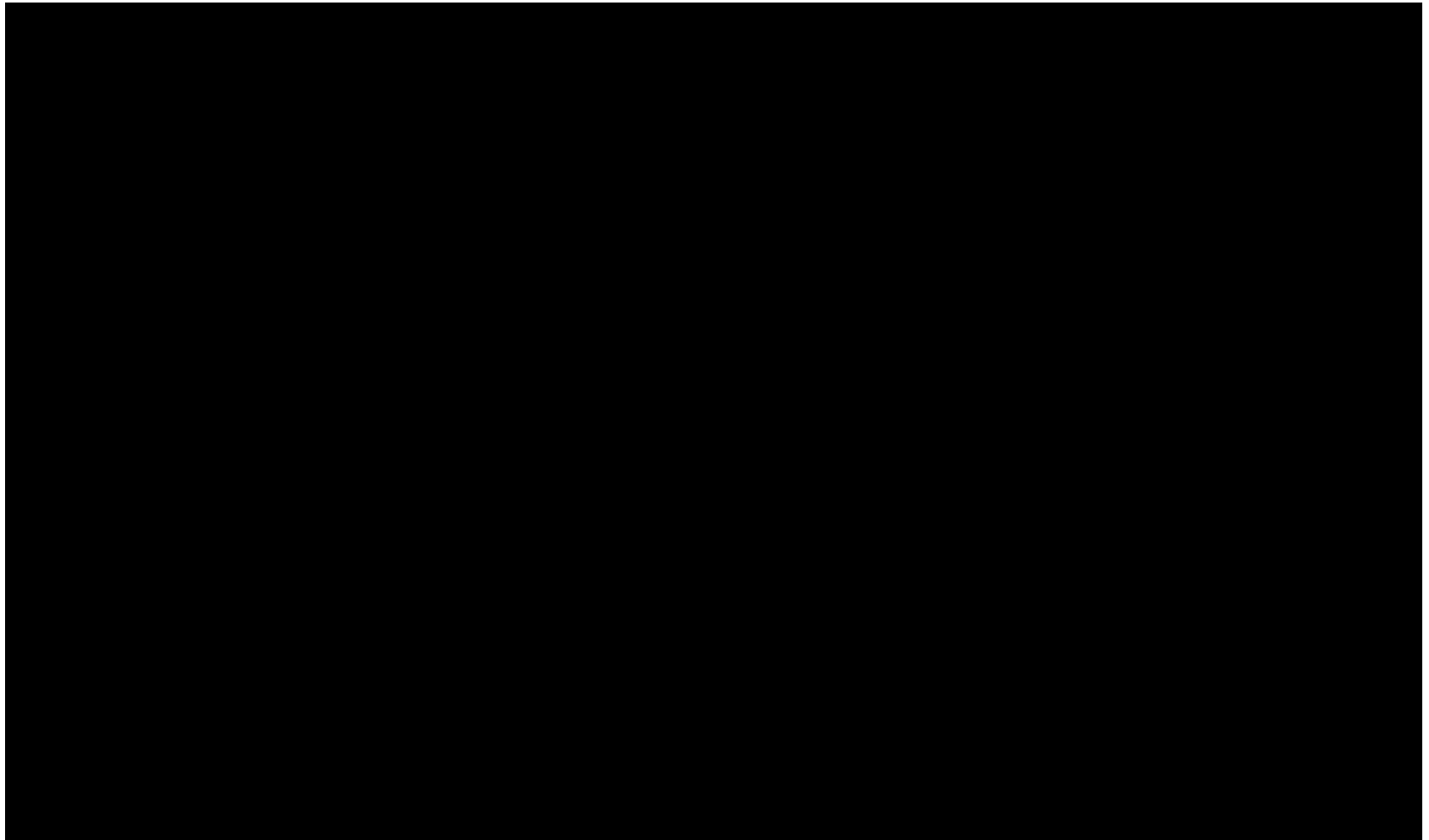
Immunization of Children

Managing Your Money

Election Campaigns

Other: _____

Communication Matters: Crisis Communication Plan



The Secret to Successful Crisis Management in the 21st Century - Melissa Agnes TEDx Talk

