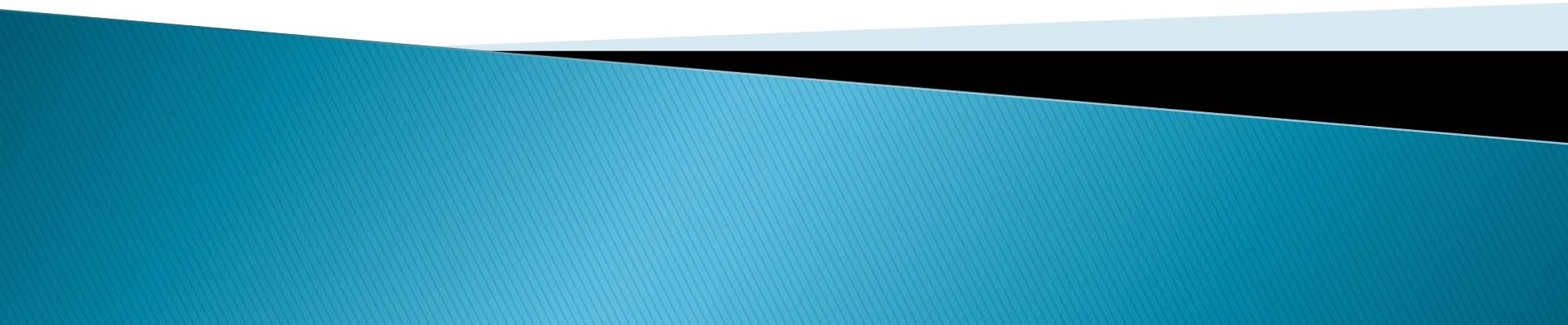
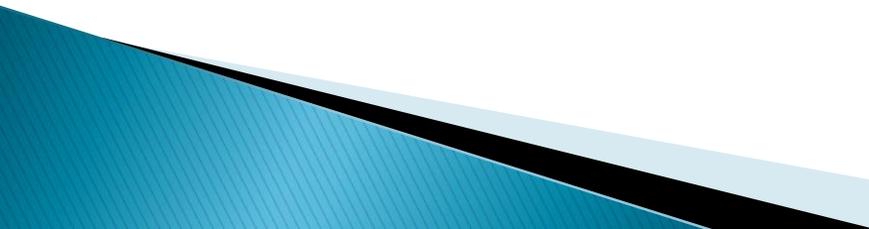


Chapter 12: Developing an Introduction

Public Speaking



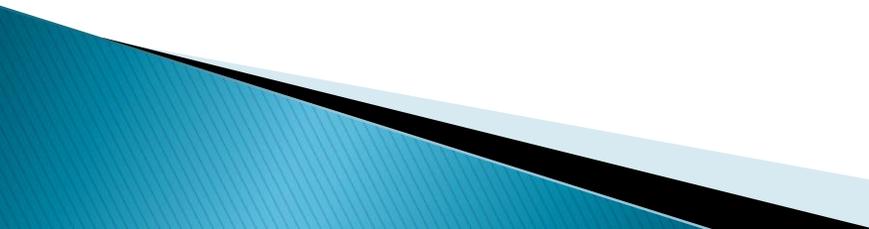
Understand the Purposes of Introductions

- ▶ 10 percent of the total speech you deliver, the introduction provides audiences with important first impressions of speaker and speech.
 - ▶ ensure that your introduction convinces your audience to listen to you.
 - ▶ A good introduction must perform 5 important functions:
 1. Get the audience's attention
 2. Introduce the subject
 3. Give the audience a reason to listen
 4. Establish your credibility
 5. Preview your main idea
- 

Get the Audience's Attention

- ▶ A key purpose of the introduction is to gain favorable attention for your speech.
 - ▶ Be creative
 - ▶ use common sense in deciding how best to gain the favorable attention of your audience.
 - ▶ Alienating them is even worse than boring them.
- 

Introduce the Subject

- ▶ The most obvious purpose of an introduction is to introduce the subject of a speech.
 - ▶ Within a few seconds after you begin your speech, the audience should have a pretty good idea of what you are going to talk about.
 - ▶ The best way to ensure that your introduction does indeed introduce the subject of your speech is to include a **thesis** statement.
- 

Give the Audience a Reason to Listen

- ▶ You can help establish listening motivation by showing the members of your audience how the topic affects them directly.
 - ▶ “This concerns me” is a powerful reason to listen.
 - ▶ It is essential that at some point you establish that your topic is of vital personal concern to your listeners.
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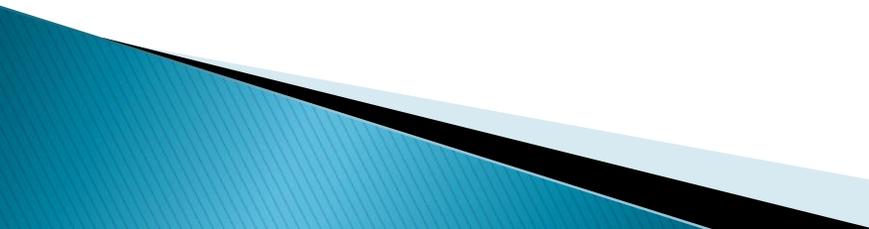
Establish Your Credibility

- ▶ **Credibility** is a speaker's believability.
 - ▶ A credible speaker is one whom the audience judges to be a believable authority and a competent speaker.
- 

Write an Effective Introduction

- ▶ Use illustrations or anecdotes – A personal illustration can help establish your credibility.
 - ▶ Provide startling facts or statistics – Catch attention, motivate listening, help audience remember
 - ▶ Use quotations
- 

Write an Effective Introduction (continued)

- ▶ Use humor – Humor can be a wonderful way to grab your audience's attention.
 - ▶ Ask questions – Use rhetorical questions
 - ▶ Refer to historical events – Should be clearly linked to speech's purpose
 - ▶ Refer to recent events – Recent as in past few years
 - ▶ Use personal references – Reveal your reason of interest in the topic
- 

Ethics Question

Louis Howe, aide to President Franklin D. Roosevelt, is now thought to have written the famous line from Roosevelt's first inaugural address: "The only thing we have to fear is fear itself."

Is it ethical to credit Roosevelt with this line?