



Opening en Conclusion

INTRO principle

Introduction

Necessity

Time

Respons

Objective

Primary functions of introductions

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

Ways of beginning messages

1. Startling statement
2. Striking question
3. Suspense
4. Quotation
5. Illustration
6. Humor
7. Reference to occasion or place
8. Appeal to self-interest of receiver
9. Challenge to the audience
10. Personal reference
11. Statement of purpose
12. Reference to recent incident
13. Complimenting the audience
14. Reference to the preceding speaker
15. 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

In closing

Let me end by saying