



ELEMENTS OF A SPEECH

Knowing and understanding the different parts of a speech is the first step toward creating an effective speech. The following are the major elements of a speech.

➤ **The Introduction:**

- The **attention getter** is used to get your audience involved and interested in your subject. You can use a personal story, alarming statistic, or a joke as your attention getter.
- Your audience will not listen to you unless you establish **relevance**. You must let the audience know why your topic is important to them and why they should listen to what you have to say.
- It is sometimes necessary to establish **credibility**. In doing so, you are letting your audience know that you are knowledgeable of and able to speak about the topic. This is also known as establishing goodwill.
- The **preview** lets your audience know exactly what the main points of your speech will be. Your preview is like a map of the concepts you will be talking about later.

➤ **The Body:**

- Your **main points** should be clear and concise. You do not want your audience wondering about what you are talking.
- **Transitions** can help keep your speech clear. Between every main point, you should use a transition (see Transitions Resource). A transition should contain a summary statement of the concept you have just talked about. Then you should show how the topic you just spoke of is related to the next topic.

➤ **The Conclusion:**

- A **review** reminds your audience what you have just talked about. In the review, you get a chance to repeat the important parts of your speech that the audience should keep in mind.
- The **clincher** includes any final thoughts you want to leave with your audience. The clincher also signals to the audience that you are done speaking.