

Outlining Principles

INTRODUCTION

You can say to the audience "Remember when..." & provide a picture, or paint a scene by telling the audience to imagine a scene when X occurred.

NEVER!

Say "that's all I got" or say anything that takes away any credibility you have established during your speech. NEVER doubt yourself in front of your audience.

GETTING THEIR ATTENTION

Illustration: You can say to the audience "Remember when..." and provide a picture, or paint a scene. Short story: In journalism, this is called "telling the story through someone"- it is what many reporters do to make a new topic relevant to their audience. Statistic: This can get people thinking and challenge their perspective. Aphorism: This is a common phrase or saying, such as "an apple a day keeps the doctor away." An analogy or metaphor, a question, and a quote can all help get the audience's attention.

DURATION

This is not an absolute rule but a guideline: An introduction is 5% to 15% of a speech. So in a 5 minute speech (300 seconds), the introduction should be between 15 and 45 seconds.

IMPORTANT

Very brief greeting & an attention grabber. Also, a statement of why the topic is important to your audience.

PURPOSE

Purposes of a good conclusion: #1 Reminds the audience why your speech was important #2 Reminds the audience of your main points and what you shared #3 Tells the audience the specific thing you want them to remember to do.

IMPORTANT ELEMENTS

Review your main points, do a final call to action, and a clincher that gives perspective. Your conclusion can finish with a simple statement such as: "Thank you for your time."

CONCLUSION

Reasons to prepare a good conclusion: #1 Like introductions, it's an important part of your grade. #2 It's the last thing your audience will hear and your last chance to make a positive impression. #3 It reminds the audience that your topic is important. #4 It reminds the audience of the specific thing you want them to know/do.

INTRODUCTION

Reasons why you need a good introduction: #1 It's an important part of your grade. #2 It's the first thing your audience will hear. #3 It establishes your credibility and likeability as a speaker #4 It gains the attention and interest of the audience. #5 It establishes trust between you and the audience



THE SPEAKING CENTER

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WORDS & PHRASES

Transitional Words and Phrases: To show comparison: Similarly; In the same way; Likewise; Just as To contrast ideas: On the other hand; And yet; At the same time; In spite of; However; To illustration cause and effect: As a result; Hence; Because; Thus; Consequently To illustration sequence of time or event: First, second, third...; Following this; Later; Earlier; At present; In the past To indicate explanation: For example; To illustrate; In other words; To simplify; To indicate additional examples: Not only; In addition to; Let's look at To emphasize significance: Most important; Above all: Remember; Keep in mind To summarize: In conclusion; In summary; Finally; Let me conclude by saying

PURPOSE OF TRANSITIONS

#1: Let the listener know you have completed one point and are going to the next point. #2 Let the listener know how the previous point is logically related to the point you will discuss next.

DEFINITION OF TRANSITIONS

Words, phrases or sentences that tie elements of the speech together and show how the point you just concluded is logically related to the next point you are going to discuss. Also, an element or series of elements your instructor and audience is looking for. It will help your grade to include them and help your audience follow your speech.

EXAMPLES

I. Today I'll explore the steps you can take to create a greener campus... (transition: so how do you go green?) Body A. Get informed - understand what is physically happening to your planet (transition: Understanding the issues is only part of going green, however. Perhaps most important...) B. Recognize that change starts here, on campus, with you...

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