

5 Elements of an Effective Introduction



1. Attention Getter

Your goal is to create an exciting hook to capture your audience's attention. Start with a statistic, quote, anecdote, startling statement, or hypothetical question.

Example:

Did you know that over 60 million pounds of plastic pollute the ocean every year?



2. The Topic

Clearly state the topic/subject and purpose of your speech. Your purpose is determined by your rhetorical situation. If your professor has assigned an informative speech, your purpose is to inform.

Example:

Today I will inform you on how our sewage system is damaging our waters.



3. Relate to the Audience

Show why your topic is important, not only to you but also to the audience. How does the problem affect them directly? Use vivid language to enhance your message!

Example:

The Chesapeake Bay is our main source of seafood. The Maryland economy is greatly impacted by the health of the bay.



4. Credibility

Show why the audience should trust you on this topic. If possible, show you have experience in the topic, but this is not required. Credibility can be shown through the research you have conducted as well.

Example:

I have witnessed this first hand when volunteering to clean up the Chesapeake Bay.



5. Preview

Give a brief overview of the main points in your speech. By bulleting the main points, you are giving the audience a road map of what is coming next. This is also the time to define any word that the audience will need to know to understand the speech.

Example:

I'll discuss how the Chesapeake Bay is impacted by the Maryland sewage systems. Then, I'll propose a solution to make the bay a cleaner ecosystem.

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