**Part 4**

The following part is keynote speech.

Firstly, we explain some nouns. Keynote is the main theme of a speech or the part which is emphasized the most.Keynote speech is a speech setting for the keynote, containing a central or the most important idea.

Keynote speech mainly consists of Introduction, Body and Conclusion.

Introduction usually covers the research background and literature review. Body of the speech tells the audience what you have done in your research or what your research is about. Conclusion demonstrates the result of your research , which points out the value of your research.

To make a good introduction, we should capture listeners attention. We can begin with a question, a funny story or anything that will make them think. We should state our purpose. And we are ought to present an outline of our talk.

For the body of keynote speech, we should present our main points one by one in logical order. Meanwhile, it is important for us to pause at the end of each point. Make it absolutely clear when we move to another point.

In the part of conclusion, we should pay attention to the following things: Leave our audience with a clear summary of everything we have covered. Summarize the main points again. Restate the purpose of your talk and say that you have achieved your aim. Finally, we should thank the audience and invite questions.

We should take our body language into consideration. We must keep eye contact with audience, keep smiling in our facial expressions, keep a lively speaking style gestures and keep a standing erect and learning forward posture.