**Purdue** **Public Speaking Class  
ISTM Fall Semester 2022 Class date: Dec 27/ Week 16  
Instructor: Mark Custance**

Now read the following advice on how to end your presentation-check any unknown words etc. **(10 minutes)**

**Conclude with Impact**  
Your conclusion leaves your listeners with their final impression of both you and your subject. Appearing disorganized at the end takes away some of the positive impressions you’ve built up during the speech. And failure to restate your thesis and review your main points is a missed opportunity to reinforce your speech goals.  
Like the introduction, the conclusion has several important functions: **to signal the end, to summarize the main points, to provide psychological closure (often by a reference to the introduction), and to end with impact.**

**Signal the Ending**Just as your preview provides a transition to the speech body, your ending signal provides a transition to your conclusion. Both beginning speakers and professionals use common phrases such as *in conclusion* or *finally*. However, the following signal is more creative:  
You can also use nonverbal actions to signal that you’re nearing the end. For instance, pause and shift your posture, or take a step (or several steps) to the side. A combination of verbal and nonverbal elements generally works well.  
**Review Your Main Ideas**Briefly summarize or recap your main ideas, but the key word is *brief*. The audience has already heard your speech, so don’t repeat or add new supporting material. The following example is an effective review:  
**In conclusion**, [phrase signaling the end] hovercraft are low-friction machines, but noise pollution, steering problems, and their inability to climb hills keep them from being street legal [restatement of major points].  
**Provide Psychological Closure**Linking your conclusion to something from your introduction brings the speech full circle and provides your audience with a sense of psychological closure. Consequently, look in your introduction for something that you could repeat at the end. For instance, if you began with an example, you might return to it in the conclusion. Or you could refer to **startling statistics or to quotations** you presented in the opening. **End Memorably**Plan your final statement carefully so that you leave a positive and memorable impression. Here are a few guidelines:  
\*Many of the strategies for gaining audience attention—such as rhetorical questions, use of quotations or examples, and use of humor—are similarly effective for concluding with impact.  
\* Consider using parallel construction. That is, if you began with a story, end with a story; if you began with a rhetorical question, end with a rhetorical question, and so on. Not only is this effective, but it is another way to provide psychological closure.  
\* **In persuasive speeches, it’s common to issue a challenge and call people to action.** (**Try to use this technique in the final exam).**\* Commemorative speakers typically conclude by reinforcing a larger cultural theme or value.

**Summary**  
After you’ve organized the body of your speech, plan an introduction that will take your listeners from their various internal worlds and move them into the world of your speech. Do this by gaining their attention, relating your topic to their concerns, establishing your credibility on the subject, and previewing your main points. Finally, plan a conclusion **that provides a transition from the body, summarizes your major points, gives a sense of closure by referring back to the introduction, and leaves your listeners with a challenge or a memorable thought.**

Now watch this video on ending presentations and answer the questions.

<https://www.youtube.com/watch?v=IekcKrnm6ME>

1. What are the first two expressions she mentions?

2. Why does she think they are not suitable?

3. What are the expressions she recommends?

a)

b)

c)

d)

e)

f)

**Presentation Practice:**

Get together with your groups.

**Practice your presentations. (20 minutes)**

Now give your presentations

**Introduce each speaker clearly. Try to work together as a team.**

**Final Exam: Week 18**

**There will be a written test and a presentation.**

**Written Test: Multiple-choice questions on the five canons of rhetoric and the strategies/techniques that relate to the canons. All questions will be based on the materials/subjects that have been taught during the semester. (25%)**

**Presentation: You have to give a persuasive presentation based on the UN’s Sustainable Development Goals (SDGs). You can present on any one of the following goals:**

**Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable**

**Goal 12: Ensure sustainable consumption and production patterns**

**Goal 13: Take urgent action to combat climate change and its impacts**

**For more information use this link:** [**https://sdgs.un.org/**](https://sdgs.un.org/)

**You should prepare a 4 to 5-minute presentation, with a clear introduction, body and conclusion. I will be looking for a clear hook, preview statement, clear transition signals, good use of slides and a good conclusion. (75%)**

**Think about the reasons why we need to implement one of the above goals.**

**Goal 11: Make cities and human settlements inclusive, safe, resilient, and sustainable**

**Should have complete and well urban planning to deal with the problems in the future**

Hook: Bad urban planning like Brazil will cause slum dwellers

打房

Sustainable energy in the city

Public transportation

**Week 17-There is no assignment, so prepare for the Final Exam.**