

Name: \_\_\_\_\_

**PREPARING TO PARTICIPATE**  
**Chapter 10: Beginning and Ending the Presentation**

**(Student Preparation—Knowledge)**

**(Student Participation—Application)**

**10.1 Importance**

Discuss why introductions and conclusions are important.

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Think of speeches you have heard in the past. What are some ways they have prepared the audience to listen? Describe some speeches that have not prepared the audience to listen. What are the implications if the audience is not prepared to listen?

**10.2 Introductions**

Name and explain the four goals for an introduction.

**10.2 Introductions**

Is it always necessary to include each element of the introduction? What might happen if a speaker leaves out the attention getter, the relevance statement, or the credibility statement?

**10.3 Conclusions**

Name and explain the two goals for a conclusion.

**10.3 Conclusions**

How does the conclusion help the audience to understand and remember the speech? How might the audience feel if the speaker neglects to provide an effective conclusion?