Basic Speech Structure

Once you have a topic that you are ready to speak about, you are ready to go into the basic structure of a speech. An ideal start on a speech will include the following basic structure elements: General Purpose, Specific purpose, Central Idea, and Main Points in Parallel Format.

General Purpose

Before preparing your speech in detail, you need to know why you were asked to speak in the first place. Understanding what general purpose your audience is expecting from you is critical to giving a successful speech. Were you asked to speak to inform your audience about something? Were you asked you speak so that you could persuade your audience to change something? Was the main idea of you speaking to provide entertainment to your audience? For most speaking engagements, the answer to this question will be one of three purposes: to inform, to persuade, or to entertain.

To Inform: A speech that will explain a concept, teach your audience how to do something, clarify a concept, or bring to light new information.

To Persuade: A speech that will influence your audience in order to change current perspectives, inspire them to do more or different, motivate your audience for a cause, or stimulate action.

To Entertain: A speech designed to entertain, celebrate, commemorate, or relive a significant event.

For most speaking engagements, asking what the main purpose is for your presentation will provide the answer to which of the three your general purpose should be. Knowing this will help you
craft your message appropriately.

Specific Purpose

The specific purpose builds on the general purpose of the speaking engagement. It is a complete sentence that focuses clearly on what the topic of your speech will be in combination with the general purpose. Keeping your specific purpose in mind will help make sure you don’t stray from the speaking engagement’s guidelines and can stay focused on the specifics of your topic’s theme.

Guidelines for a proper specific purpose statement:

• It must be written in a complete sentence, phrased as a statement, not a question

• It needs clear, concise language that does not include filler words or figurative language such as “cool” or “awesome”

• It needs to address only one distinct idea that is specific and not generally explained

• It should include the audience that you are presenting to so that you are focusing your speech topic on their specific demographic needs.

• It should not be too technical nor too trivial for your audience

• It should meet the guidelines for the assignment’s general purpose and time limits, being careful not to be too general or too technical.
Some examples of good specific purpose statements:

General Purpose: To inform

To inform my classmates how to cook a low calorie dinner on a college student budget.

To inform my classmates how to plan the perfect first date.

To inform my community members about the changes the new sewer system will make for them.

To inform elementary students why staying away from drugs is beneficial for them. General Purpose: To Persuade

To persuade my classmates to give blood at the next Red Cross blood drive.

To persuade my classmates to vote an educated vote in the next state election.

To persuade my community to approve a new community care center located in town.

To persuade my church members to give more freely of their time and talents to their community.

General Purpose: To Entertain To entertain my classmates by roasting the teacher on our final day of class.

To entertain my community by commemorating the accomplishments of the last 100 years in our valley.

To entertain my family and friends with a toast highlighting the strengths of my brother on his wedding day.
Notice how in each situation, who the audience is plays a part in how specific or general the information being presented is outlined to be. Knowing who your audience is, what needs they have, and then outlining this in a focused sentence like the specific purpose examples above will help you stay on track with your speaking assignment.

Central Idea

The central idea of a speech is a clear statement that expands on the specific purpose and introduces the main points that the speech will cover. It is closely related to a thesis statement in an English essay and will mirror another speech concept known as the Internal Preview, which will be discussed later. In order to write a good central idea statement, you must have an idea of what your main points in the presentation will be. If you haven’t thought this far yet, take a minute to brainstorm your topic using one of the techniques listed previously to clarify what the main points can look like. How many main points that you should have will depend on the time limits of the speaking engagement. A good rule of thumb is to only have two to three main points for a speech less than 10 minutes, and four to seven for a presentation that is up to an hour in length. Having more than seven main points will really challenge the audience’s ability to remember what was presented.

Once you have the main points in mind, develop your central idea as a clear, concise sentence that avoids figurative language, is not too vague or general, and tells the audience everything that you would like them to remember about your speech. Some examples for a good central idea are as follows:

Example #1

General Purpose: To inform Specific Purpose: To inform my
classmates about how to land a college campus job.

Central Idea: In order to get good college campus job you need to know how to find the right job for you, what a good resume looks like, and the proper interviewing techniques.

Example #2

General Purpose: To persuade

Specific Purpose: To persuade my classmates to become an educated voter on the next presidential election.

Central Idea: Electing a competent president of our country requires knowledge gained from looking at previous voting records and comparing candidate’s positions on current topics.

Example #3

General Purpose: To inform

Specific Purpose: To inform my classmates about the benefits volunteering with a campus club has for their college experience.

Central Idea: Volunteering with campus clubs is a great way to meet new people, gain exposure to campus activities, and bolster your future career resume.

Main Points in Parallel Format:

Once you have an idea of what your General Purpose, Specific Purpose, and Central Idea will be for your speech, you are ready to create a more concrete tagline for your main points. You should already have an idea of what you would like your main points to be from your central idea, the only thing left to do is to put them in a repetitive pattern so that the audience will be able to identify and remember them easier. Good parallel format will
include similar wording at the beginning or ending of a main point. This phrase should target the main theme of the speech and reinforce the specific purpose of the speech.

If you take the examples listed earlier, parallel language for the main points could look like the following:

Example #1

Central Idea: In order to get good college campus job you need to know how to find the right job for you, what a good resume looks like, and the proper interviewing techniques.

Main points in Parallel Format:

1. Knowing how to find the right job for you is important for obtaining a good college campus job.

2. Understanding what goes into a good resume is important for obtaining a good college campus job.

3. Being savvy on proper interviewing techniques is important for obtaining a good college campus job.

Example #2

Central Idea: Electing a competent president of our country requires knowledge gained from looking at previous voting records and comparing candidate’s positions on current topics.

Main points in Parallel Format:

1. In order to elect a competent president, an educated voter must look at the candidate’s previous voting records.

2. In order to elect a competent president, an educated voter must compare candidates’ positions on current topics.
Example #3

Central Idea: Volunteering with campus clubs is a great way to meet new people, gain exposure to campus activities, and bolster your future career resume.

Main points in Parallel Format:

1. One benefit to volunteering with campus clubs is that you can meet new people.

2. Another benefit to volunteering with campus clubs is you can gain exposure to campus activities.

3. A great benefit to volunteering with campus clubs is you can bolster your future career resumes.

Notice that all of the main points are written in a complete sentence. Although the similar wording looks cumbersome listed out like it is here, once you add the content of your speech, the parallel format will have been forgotten by the time you get to the next main point tag line.

An important note is to never use parallel language in your central idea or transition statements. Having the similar wording so close together in a single sentence makes the speaker sound too structured and the focus will shift from what the main points are to why you are repeating yourself. Only use parallel language in the body portion of the speech when you are actually speaking your main point tagline.

All Concepts Included Examples

Example #1
Topic: How to land a college campus job

General Purpose: To inform

Specific Purpose: To inform my classmates about how to land a college campus job.

Central Idea: In order to get good college campus job you need to know how to find the right job for you, what a good resume looks like, and the proper interviewing techniques.

Main points in Parallel Format:

Knowing how to find the right job for you is important for obtaining a good college campus job.

Understanding what goes into a good resume is important for obtaining a good college campus job.

Being savvy on proper interviewing techniques is important for obtaining a good college campus job.

Example #2

Topic: Being an educated voter General Purpose: To persuade

Specific Purpose: To persuade my classmates to become an educated voter on the next presidential election.

Central Idea: Electing a competent president of our country requires knowledge gained from looking at previous voting records and comparing candidates’ positions on current topics.

Main points in Parallel Format

4. In order to elect a competent president, an educated voter must look at the candidate’s previous voting records.
5. In order to elect a competent president, an educated voter must compare candidates’ positions on current topics.

Worksheet for General Purpose, Specific Purpose, Central Idea, and Main Points in Parallel Format

Below is information for a speech. Fill in the Specific Purpose, General Purpose, Central Idea, and Main Points in Parallel Format for the parts that are missing.

Exercise #1 General Purpose:

Specific Purpose:

Central Idea:

Main Points in Parallel Format: The first stage of alcoholism is the warning stage. The second stage of alcoholism is the danger stage. The third stage of alcoholism is the crucial stage. The fourth stage of alcoholism is the chronic stage.

Exercise #2

General Purpose:

Specific Purpose:

Central Idea: Joining a sorority at college is in a student’s best interest because of the social, academic, and economic benefits.

Main Points in Parallel Format:

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________
Exercise #3 (This exercise will require that you brainstorm main points on your own to use for the central idea and the main point portion)

General Purpose:

Specific Purpose: To inform my classmates about how to plan the perfect first date on a college student’s budget.

Central Idea:

Main Points in Parallel Format:

__________________________________________________
__________________________________________________
__________________________________________________
__________________________________________________
__________________________________________________

Assignment Sheet

Create a Topic, General Purpose, Specific Purpose, Central Idea, and Main Points in Parallel Format for your Informative Speech.

Topic: General Purpose:

Specific Purpose:

Central Idea:

Main Points in Parallel Format:
Basic Speech Format—Introduction

Your speech should now be at a place where you have collected most of the material you would like to use, know what your audience is going to be most responsive to, and have the basic structure with main points developed. Now you need to further your organization to include all the aspects that each portion of your speech according to the introduction, body, and conclusion.

Introduction

The introduction portion of your speeches will always require four things: an attention getter, a credibility statement, a goodwill statement, and an internal preview. Each of these should be created separately and given equal time in development and delivery.

1. Attention Getter

An attention getter is one of the most important aspects of your speech. It triggers the audience and creates a reason for them to listen to you. First impressions in public speaking situations cannot be underestimated. Make sure you put adequate thought into what comes out of your mouth first, because the first 30 seconds really do make a difference in the speech.

The wording that you use in your attention-getter should be refined and practiced. Be sure to consider the overall tone that you would like your speech to have and create an attention getter that matches this. Doing otherwise will cause unnecessary confusion for your audience. For example, if you have a serious topic about something like learning how to deal with the death of a loved one, don’t use a funny joke as an attention getter. Make
sure your attention getter makes you sound confident, prepared, and sets the stage for your future themes.

Some examples of attention getters could be humor, statistics, rhetorical questions, personal stories, illustrations, analogies, and quotation. Your attention getter should not be more than 1/3 of the total time you spend delivering your introduction.

Some examples of attention getters taken from:

http://writing.colostate.edu/guides/speaking

A Story - Underground Railroad

One dark summer night in 1849, a young woman in her 20's left Bucktown, Maryland, and followed the North Star. What was her name? Harriet Tubman. She went back some 19 times to rescue her fellow slaves. And as author James Blockson relates in a 1984 issue of National Geographic, by the end of her career, she had a $40,000.00 price on her head. This was quite a compliment from her enemies.

Rhetorical Question - Underground Railroad

Have you ever heard of a railroad with no tracks, with secret stations, and whose conductors were considered criminals?

Quotation - Underground Railroad

"No day dawns for the slave, nor is it looked for. It is all night--night forever . . ." (Pause) This quote was taken from Jermain Loguen, a fugitive who was the son of his Tennessee master and a slave woman.

Shocking Statistic - Underground Railroad

Today, John Elway's talents are worth millions, but in 1840
price of a human life, a slave, was worth $1,000.00

2. Credibility statement

Being credible about your subject is important for you and your audience to believe. Credibility starts with believing that you are in fact, the expert on the subject you are speaking about because of personal experience, research on the topic, or even interest. If you find yourself doubting your credibility to speak about something, you might need to do more research on your topic until you feel like you are the expert at what you are speaking or pick a different topic altogether. Some example credibility statements could be:

“My mother was diagnosed with Multiple Sclerosis five years ago, and since that time I have found myself studying extensively about the disease so that I could better understand what to expect with my mom’s diagnosis now and in the future.”

“I have always been interested in flying, ever since I was a little boy. As a teenager, I convinced my parents to take me on a private plane ride over the Grand Canyon and have since ridden on private planes 15 other times. On top of the actual flying experience, I have also tried to educate myself on the dynamics of personal aircraft flying by reading anything I could get my hands on relating to the subject.”

Notice that both examples provide adequate explanation of why the person is an expert without sounding cocky or too self-assured. The idea with credibility is to create a level of trust with your audience from the get go so that they will accept the information you present.
3. Goodwill Statement

Having your audience trust the information is essential to the success of your speech message and it comes in part because of your credibility statement. However, successful trust also comes from reaching out to your audience directly to let them know you really had them in mind when you crafted your message. The way you can accomplish this from the start is include a statement that tells them specifically why your speech will relate to them. This needs to be directly stated and delivered, in a straightforward way. The best goodwill statements include adequate eye contact, friendly non-verbal communication through gestures and warmth in voice, and a thorough explanation of why you know they will benefit from what you will tell them in specifics. You should know enough about your audience at this time to know why they would accept your message because of the audience analysis conducted. Draw on this information to let them know that you were thinking of what message they in particular would benefit from the most.

You can include information you have gathered about your audience from the phone calls you have conducted, visits to the area, personal communication with the people in charge, online information, or any other observations you have made. The key is to make sure you are specifically identifying your audience and not making general stereotypical assumptions about what they would be interested in knowing more about. The following are good examples of possible audience goodwill statements for speeches given in a public speaking course at your college:

“During our semester, I noticed that our class consisted of mostly males; only 4 of the 20 here are female. I assumed from this that since most of us here are male, most of us would be interested in physical sports. However, after conducting a survey here in class about physical sports interest, I was surprised to learn that only 3
of the 20 students like playing outdoor sports and instead prefer indoor computer sports and/or games.”

“All of us here in class will have to give speeches in front of each other throughout the semester. From my survey, I found out that 60% of us or 12 out of 20 list public speaking as a number one fear, another 20% listing it as their number 2 fear, and the remaining 20% still keeping it in their top five worst fear lists. From this information, I know that what I will share with you today is going to help all of us in this room feel less fearful in the next few weeks. “

4. Internal Preview

You might recall an earlier mention of internal preview when the central idea concept was brought up. If the central idea was created correctly, you should be able to just copy and paste the statement for this part of your introduction. In review, the internal preview will introduce the main points of the speech in particular terms. From this statement, the audience should be able to clearly hear how many main points you will have and what order they will appear. Be sure not to state them in parallel format since that would cause the audience to focus more on your repetitive wording and less on what your points will be. Some examples of internal previews are:

“Today I will inform you how to play a simple song on the guitar by discussing the strings, the finger positions, and finally the strumming involved.”

“There are many reasons for donating blood and today I will focus on two of them, the benefit this provides other people, and the personal benefits that you will gain.”

From these examples, you should be able to clearly tell how many
points the speaker has prepared and also have a general idea of what each point will be about. Internal previews are usually spoken at the end of the introduction but can appear earlier, depending on the impact and emotion the speaker is trying to lead into the speech with.

In review

Your introduction will require the following four parts:

1. Attention Getter
2. Credibility Statement
3. Goodwill Statement
4. Internal Preview

Basic Speech Format—Body

The body portion of the speech also has specific organization associated with it. This will need to build on the particular main point organization for your specific speech purpose. The material discussed in this section will deal with the organization surrounding the main points, rather than the organization of the main points themselves.

Main Points in Parallel Format

If you did your main points correctly in the exercise, you should already have your main points in parallel format. As a reminder, parallel format is similar wording that occurs at either the beginning or end of each main point taglines. It will need to bring focus back to the main objective of the speech. For example:

Point 1: There is a problem associated with low literacy rates in the United States.
Point 2: There is a solution to the low literacy rates in the United States.

Point 1: Music is beneficial to our individual health because of its healing properties.

Point 2: Music is beneficial to our individual health because of mood enhancements.

Point 3: Music is beneficial to our individual health because it provides an artistic outlet for emotional expression.

Point 1: America needs to concentrate on educating the masses in order to reduce the national debt.

Point 2: Proper financial planning needs to be focused on by Americans in order to reduce the national debt.

Point 3: Bankruptcy laws need re-working in order to reduce the national debt.

Connectives

Each main point used in your speech needs a connective transition statement to lead up to it. The type of connective transition you use will depend on how large of a point you are trying to make. The two types of transition statements that will be focused on here will be bridge transitions and signposts.

Bridge transitions are statements that provide the audience with a brief review of where you have been in the speech and create a link with where you speech will go next. For main points, bridge transition statements work the best because they clearly set apart and review the main point separate from the body portion of the speech. Here are some example bridge transition statements:
“Now that we have discussed the first step in the bread making process, the recipe, let’s move on to the next step, which is mixing the ingredients.”

“Now that we understand the problem associated with a low voter turnout, let’s move our attention towards our next point, the solution.”

“Keeping with traditions of old are important, but let’s now shift towards my second point, traditions of the future.”

Each main point can be identified in the transition statement and it should be clear to the audience that the speaker is moving from what they just discussed to something new. After each bridge transition statement, you would follow directly with the main point statement in parallel format. In the above examples, a follow up with main points in parallel format could be:

Transition statement: “Now that we have discussed the first step in the bread making process, the recipe, let’s move on to the next step, which is mixing the ingredients.”

Main Point Tagline: “Mixing the ingredients is an essential part of the bread-making process” (‘essential part of the bread making process’ could be the parallel format portion of the main point tagline).

Transition Statement: “Now that we understand the problem associated with a low voter turnout, let’s move our attention towards our next point, the solution.”

Main Point Tagline: “The solution to low voter turnout lies with educating the individual voter” (The problem to low voter turnout lies with’ could be the parallel portion of the first main point tagline).

Transition Statement: “Keeping with traditions of old are
important, but let’s now shift towards my second point, traditions of the future.”

Main Point Tagline: “Our past history has taught us important lessons that can help us learn and grow” (‘important lessons that can help us learn and grow’ could be the parallel portion of the main point taglines).

In each of the main points, including a proper transition statement that clearly sets apart the main point idea will help the audience organize the speech in their mind, thus strengthening the possible memory retention that they will have.

The only main point that should not have a complete bridge transition statement before it is the first point. This is because you haven’t told them any points yet. In this case, the transition will be a partial bridge transition statement, still adequately setting the main point apart from the rest of the speech but not reviewing anything that was said. Some example partial bridge transition statements could be:

Transition Statement: “Let’s begin addressing the issues surrounding poverty in the United States.”

Main Point Tagline: Poverty in the United States is a problem for our society.

Transition Statement: “To start, let’s shift our focus to the problem surrounding lack of recycling in our area.”

Main Point Tagline: Not recycling in our area causes specific problems for us now and for our children in the future.

Signpost Transitions

For sub-point separation, a signpost transition works best. Signposts are short words or phrases that set apart ideas from the
body portion of the speech. This aids organization and often occurs in patterns that create links. For example, “first”, “second”, “third” would all be signposts creating a link of ideas. “Next”, “Now”, “Finally” would be examples of signposts that do not necessarily provide a chain of thought, but that do clearly set apart ideas in the speech. Signposts work best as sub-points because they don’t cause a huge break in thought but only partially let the audience know that something is shifting within the main idea. The following is a list of signpost transition statements that you could use in your speech:

Next
First
Last
We now turn
On the other hand
Finally
Now let’s consider If you think that’s shocking
Similarly
Altogether
At present

In Review of Speech Body Organization

At a glance, the organization of the body portion of the speech should be similar to the following format:
Partial bridge transition statement:

1. First main point in parallel format

Signpost—Supporting material (i.e. examples, illustrations, hypothetical situations, personal experiences, facts, statistics, etc.)

Signpost—Supporting material (i.e. examples, illustrations, hypothetical situations, personal experiences, facts, statistics, etc.)

Bridge transition statement:

2. Second main point in parallel format

Signpost—Supporting material (i.e. examples, illustrations, hypothetical situations, personal experiences, facts, statistics, etc.)

Signpost—Supporting material (i.e. examples, illustrations, hypothetical situations, personal experiences, facts, statistics, etc.)

Bridge transition statement:

3. Third main point in parallel format

Signpost—Supporting material (i.e. examples, illustrations, hypothetical situations, personal experiences, facts, statistics, etc.)

Signpost—Supporting material (i.e. examples, illustrations, hypothetical situations, personal experiences, facts, statistics, etc.)
Basic Speech Format—Conclusion

Once you are ready to wrap things up in your speech, you will usually only have three objectives: signal to close, internal summary, and memorable ending. These three items are necessary in informative speeches and impromptu professional speaking situations. For persuasive speeches, you will have an additional item to include: call to action. Your conclusion needs to be specific, rehearsed, and reinforce all the major themes of your speech. Be careful to end your speech within a short time frame once you have signaled that you are going to be done speaking. Abusing this can cause your audience to be confused with your information and possibly lose patience or interest. A good time format to follow is to never spend more than more than \(\frac{1}{8}\) of your total speaking time on your conclusion. For example, if you are speaking for 7 minutes, your conclusion would last no more than 45 seconds in length.

1. Signal to Close:

The signal to close is important for audiences so that they can prepare themselves for the ending portion of your speech. This should cause the audience to listen for the major themes of your speech once more and possibly prepare themselves to decide on the outcome. A signal to close is similar to a signpost, but will always be a short phrase that signals the end. Some example signal to close statements:

In closing

To wrap things up

Now we have seen

To finalize
To end

2. Internal Summary

Your internal summary is almost identical to the internal preview statement placed at the end of your introduction, which previewed your main points in particular. The only difference is now the internal summary will be stated in past tense. To take the examples from the internal previews used previously, examples of their internal summary could be:

“Today I have told you how to play a simple song on the guitar by discussing the strings, the finger positions, and finally the strumming involved.”

“There are many reasons for donating blood and today I have focused on two of them, the benefit this provides other people, and the personal benefits that you will gain.”

You can re-word the internal summaries anyway that you like as long as it remains in past tense and you include all your main points in particular.

Special note about internal preview and internal summary statements: If you are speaking for a long period of time as in one hour in length or more, you might want to use an internal preview statement and an internal summary statement at the beginning and end of each main point as transition statements. This is because your main points are most likely lengthy with numerous sub points that you will need to keep organized in your audience’s mind. For your public speaking speeches, you will only use the internal preview and internal summary in the introduction and conclusion.

3. Persuasive Speeches only: Call to Action
For persuasive speaking, you will need to have a call to action statement that occurs in the conclusion of your speech. This will tell the audience exactly what you would like them to do in a ‘call to action’. The best call to action statements will be specific enough that the audience will know exactly what is expected of them to do if they accept your persuasive message. Having a call to action statement that is vague will cause confusion with your audience and might hurt the potential persuasiveness that your speech could have. Below are some possible calls to action example statements:

“I would like each of you here today to promise yourself that you will take better care of your surroundings by recycling paper or plastic products daily while attending Snow College. You can start with one item per day and then build up a habit until it becomes second nature to recycle all the paper and plastic products you use while at school.”

“I extend to each of you a call to action to give blood this next Tuesday while the Red Cross is doing their blood drive on campus. They will be at the Greenwood Student Center on Tuesday from 11:00am until 4:00 pm. Remember, giving blood could save up to 10 lives per year.”

Remember, you will only use call to action statements in the conclusion of persuasive speeches when your purpose is to influence your audience to make some sort of a change or commitment. There are some persuasive speeches whose purpose is just to reinforce beliefs, and thus a call to action would not be necessary. For your public speeches given this semester, you will need a call to action in your persuasive speeches since you will be striving to change the behavior of your classmates.
4. Memorable Ending

All good speeches will end with a strong memorable ending statement that leaves the audience feeling like you have done a wonderful speech from the beginning until the end. Your attention getter should have started your speech out with a positive halo effect, showing your audience you are prepared and polished. Your ending statement should leave the audience feeling the same way. Letting your thoughts drift down until you finally stop talking will leave the audience bored and like you didn’t really deliver a rehearsed speech. In contrast, crafting the final sentence carefully with desired impact will leave your audience thinking you were well prepared and polished even if what you had said before that line was not your best.

Always put the most thought into the first and last line that you speak to your audience so that they will start and end with a positive feeling about you and your message. Quotes are one example of memorable endings that can work well in a speech. Another option is to tie your content back to the attention getter that you used. If you started with a joke, for example, you could end by referring back to that joke and adding another punch line. If you started with a story, you could end by telling the audience the ending of that story and have your final line be what wraps up the major content. Be sure to memorize this last sentence and deliver it with polished delivery techniques. Below are some possible ending statements:

“In the end, all that we are left with will be what we have learned in our minds. As Henry L. Doherty said, “Get over the idea that only children should spend their time in study. Be a student so long as you still have something to learn, and this will mean all your life.”
As we struggle to find meaning and love in our lives we can be comforted by the thought that people have always struggled with this same thing and most likely always will. The important thing is we continue striving to learn. As Abraham Lincoln said, “I don't think much of a man who is not wiser today than he was yesterday.”

Helping others who are in need should always be a goal we strive to have. Whether the help be for our neighbor, our family, or ourselves, giving to others honestly and selflessly will benefit the world in which we all live.

Conclusion in review

1. Signal you are about to close
2. Internal Summary
3. PERSUASIVE SPEECHES ONLY: Call to Action
4. Memorable ending, tying in to the introduction attention getter