



Introductions and Conclusions

Why are introductions important?

- They introduce the main argument or idea of the presentation.
- They immediately engage the audience's interest by "hooking" them.

What are models for "hooks"?

- Anecdote:
I was once taking a cab to the Philly airport and learned that my cab driver was from Tunisia. I started babbling in Arabic to him, telling him where I studied and what I loved about the language. I was shocked when he refused to respond to me. He told me that my Arabic was better than his and that he was embarrassed to speak to me in his language. It was then I knew that there was a huge social linguistic difference between the colloquial Arabic that he spoke and the academic Arabic I learned. This presentation explains what those differences are.
- Statistic:
70% of Americans lack health care insurance. That figure is higher than every other industrialized democracy in the world.
- Context:
Two weeks ago in class, we discussed minerals in the South China Sea. We learned that polymetallic sulphides were the most prevalent kind of hard mineral. Well, today I am going to focus on minerals in the Indian Ocean. Unlike the South China Sea, the Indian Ocean is home to polymetallic nodules, not sulphides.
- Involve the audience:
Raise your hand if you ever had to say the Pledge of Allegiance in school when you were a kid. As expected, that's about half of you. Well, if you lived in Egypt in the '60s, and I asked you if you had to sing the national anthem, it would have been all of you.

What other things should go in an introduction?

- Always, always include the main argument of the presentation.
- Tell the audience what you are going to tell them and in what order:
I'm going to start by going over the background of nationalism in Egypt, then I'll explain the political ramifications of it in the 80s, and last I'll talk about what nationalism in Egypt is like today.
- Tell the audience whether they should ask questions throughout the presentation or whether there will be an opportunity to ask questions at the end.

What goes in a conclusion?

- A conclusion should always summarize what the main argument of the presentation was and refresh listener's memories of the different topics that were covered.
- Conclusions may link back to the statistic or the anecdote from the introduction and help the audience to think about a new reaction they can now have when they think about it.
- If appropriate, conclusions should thank organizations or individuals who contributed to the research or helped to financially support it.
- Conclusions can leave the audience with questions they can think about as they move forward.
- Speakers offer the audience the opportunity to ask questions.