**Chapter 11: Introducing your speech**

**Discussion Questions**

1. Why is it advised to create the introduction after the conclusion has been crafted?
2. Evaluate the overall quality of the introduction for the first speech that you presented in this course.
3. Select a speech that you believe successfully achieved the speaker’s goals. What did the speaker do effectively in the introduction to establish rapport with the audience?
4. What advice would you offer a speaker who is seeking ways to successfully introduce a controversial topic to a hostile or neutral audience?
5. What are the advantages and disadvantages of using quotations and stories to capture the audience’s attention in the introduction?
6. How will you attempt to demonstrate your credibility in the introduction of your next speech?
7. How can a speaker utilize physical appearance to capture the audience’s attention and establish his or her credibility?