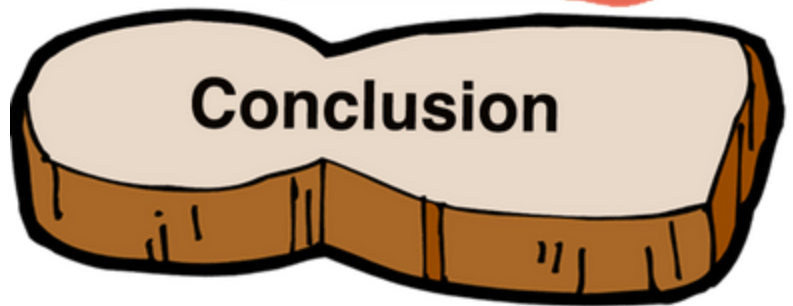
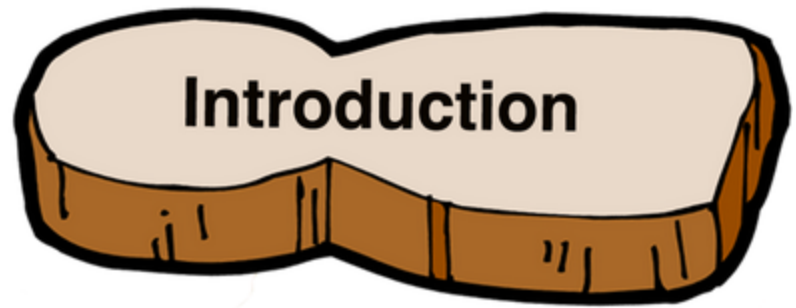


# Components of Effective Speeches

Like any good essay, a good speech has three distinct parts. Every effective speech should have an introduction, a body, and a conclusion. Speakers should seek to draw in the audience, present them with the information, and then leave them with a summary that will make the speech memorable. If the speech were a sandwich, the introduction would be the top slice of bread. The body of the sandwich is the meat, and the conclusion is the bottom slice of bread. Take a closer look at the parts below.

## The Introduction

Let's look at the top slice of bread. The introduction is the part of the speech when the speaker grabs the attention of the audience. This is the place to use an anecdote, a joke, or important statistic. Be sure to let the audience know why this topic is important. This will draw the audience in and make them want to listen to the speech. The introduction is also the place to establish credibility with the audience. Credibility is essential in gaining trust as a speaker. The speaker should also give a brief glimpse of what will come in the latter parts of the speech.



## The Body

The body is the "meat" of the speech. This is where all the information is presented. The speaker should present the main points of the topic in the body of the speech. Each main point should be clearly stated, supported, and illustrated. Transitions between main points should also be clear, so the audience follows the argument easily.

## The Conclusion

The conclusion is the finishing slice of bread. This is where the wrap-up happens. Speakers should summarize the main points in the conclusion and finish the argument. A speaker might use a clincher in the conclusion to leave the audience with a final, memorable thought. The clincher in the conclusion should also signal the audience that the speech is over.



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