

[31.07.2026 22:50] Гульмира: Structuring the Speech (Introduction, Body, Conclusion)

Introduction

A good speech is not only about having interesting ideas, but also about organizing these ideas in a clear and logical way so that the audience can easily understand, remember, and enjoy the message from the beginning to the end. Every successful speech follows a simple structure that includes three main parts: the introduction, the body, and the conclusion, because this structure helps the speaker present information in an organized way and helps the audience follow the speech without becoming confused or losing interest.

Many people believe that speaking well depends only on confidence or good pronunciation, but in reality, even a confident speaker may fail if the speech does not have a clear structure, while a speaker with average speaking skills can still give an excellent presentation if the ideas are presented in a logical order. A well-structured speech creates a smooth connection between different ideas, makes the message easier to understand, and increases the audience's attention throughout the presentation.

The structure of a speech can be compared to the structure of a building because every building needs a strong foundation, solid walls, and a good roof, and in the same way every speech needs an effective introduction, an informative body, and a memorable conclusion.

1. The Introduction

The introduction is the first part of the speech, and it is often the most important part because it creates the audience's first impression of the speaker and the topic. During the first few minutes, listeners decide whether they want to continue paying attention, so the speaker should begin in a way that immediately attracts interest and prepares the audience for the main message.

A good introduction has several important purposes. It welcomes the audience, introduces the topic, explains why the topic is important, creates interest, and gives a brief overview of what the audience will hear during the speech.

Main functions of the introduction

The introduction should:

- greet the audience politely;
- introduce the topic clearly;
- explain the purpose of the speech;
- attract the audience's attention;
- create interest and curiosity;
- briefly present the main points.

Ways to begin a speech

There are many different ways to make the introduction interesting.

1. Asking a question

A question encourages the audience to think before the speaker begins explaining the topic.

Example:

"Have you ever wondered why some speeches stay in our memory for many years while others are forgotten only a few minutes later?"

2. Giving a surprising fact

An unusual fact can immediately catch the audience's attention.

Example:

"Studies show that people usually decide whether they like a speaker during the first thirty seconds of the presentation."

3. Telling a short story

A short personal experience or an interesting story helps create an emotional connection with the audience.

Example:

"When I gave my first speech, I was so nervous that I forgot my first sentence, but I soon realized that

preparation was much more important than confidence."

4. Using a quotation

A famous quotation can introduce the main idea of the speech.

Example:

"As Winston Churchill once said, 'A good speech should be like a woman's skirt: long enough to cover the subject and short enough to create interest.'"

5. Explaining why the topic is important

The speaker should show how the topic is connected with the audience's life, work, or studies.

Example:

"Public speaking is an important skill because we use it during presentations, meetings, interviews, and even everyday conversations."

2. The Body of the Speech

The body is the longest and most important part of the speech because it contains all the information, explanations, examples, and evidence that support the main idea. Every point should be presented clearly, and each new idea should connect naturally with the previous one so that the audience can easily follow the speaker's thoughts.

A well-organized body usually contains two to five

[31.07.2026 22:50] Гульмира: main points depending on the length of the speech. Each point should focus on one idea only, and it should be supported with examples, facts, statistics, stories, or personal experiences.

How to organize the body

There are different ways to organize the main part of a speech.

Chronological order

Ideas are presented according to time.

Example:

- Past
- Present
- Future

This method is useful when explaining historical events, personal experiences, or processes.

Topical order

The topic is divided into several smaller sections.

Example:

Topic: Healthy Lifestyle

- Healthy food
- Physical exercise
- Good sleep

This organization helps the audience understand different aspects of one subject.

Problem-Solution Order

The speaker first explains the problem and then presents possible solutions.

Example:

Problem: Many students feel nervous before speaking in public.

Solution: Regular practice, preparation, and positive thinking help reduce speaking anxiety.

Cause-and-Effect Order

The speaker explains why something happens and what results it produces.

Example:

Cause:

People spend many hours using smartphones.

Effect:

This habit may reduce face-to-face communication.

Compare-and-Contrast Order

The speaker explains similarities and differences between two ideas.

Example:

Traditional learning versus online learning.

Supporting Ideas

Every main point becomes stronger when it is

supported with useful information.

A speaker can support ideas by using:

- examples;
- facts;
- statistics;
- research findings;
- personal experiences;
- expert opinions;
- short stories;
- visual materials.

Example:

"According to educational research, students remember information more easily when the speaker uses clear examples and simple language."

Supporting information increases the audience's confidence because it shows that the speaker has prepared carefully and understands the topic well.

Using Transitions

Transitions are words and expressions that connect one idea to another and make the speech flow smoothly without sudden changes. Good transitions help the audience understand when the speaker is moving to a new point.

Common transitions include:

- First
- Second
- Finally
- In addition
- Moreover
- Furthermore
- However
- On the other hand
- As a result
- Therefore
- For example
- In conclusion

Example:

"Now that we have discussed the importance of preparation, let us move to the next point, which is audience engagement."

3. The Conclusion

The conclusion is the final part of the speech, and it is the audience's last opportunity to hear the speaker's message, so it should leave a strong and positive impression. A weak ending may reduce the impact of an excellent presentation, while a strong conclusion helps the audience remember the most important ideas long after the speech has finished.

The conclusion should not introduce completely new information because the audience expects the speaker to summarize the main ideas instead of beginning another discussion.

Functions of the conclusion

A good conclusion should:

- summarize the main points;
- remind the audience about the central message;
- reinforce the purpose of the speech;
- leave a positive final impression;
- encourage the audience to think or take action;
- thank the audience for listening.

Ways to finish a speech

Summary

The speaker briefly repeats the main ideas.

Example:

"Today we discussed the structure of a speech, including the introduction, the body, and the conclusion."

Call to action

The speaker encourages the audience to do something.

Example:

"I encourage all of you to practice public speaking regularly because every presentation helps you become a

better communicator."

Quotation

The speaker ends with an inspiring quotation.

Example:

"Remember the words of Nelson Mandela: 'It always seems impossible until it is done.'"

Memorable Statement

The speaker finishes with a sentence that emphasizes the main message.

Example:

"Every great speech begins with preparation, grows with clear organization, and ends with a message that people remember."

Tips for Organizing a Speech

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Before presenting the speech, it is useful to review the structure carefully and ask questions such as: Does the introduction attract attention? Are the main ideas organized logically? Does every point support the purpose of the speech? Does the conclusion clearly summarize the message? If the answer to all these questions is yes, the speech is likely to be clear, organized, and effective.

Summary

Every successful speech follows a simple three-part structure consisting of an introduction, a body, and a conclusion, because this organization allows the speaker to present ideas clearly and helps the audience understand and remember the message more easily. The introduction captures attention and introduces the topic, the body explains the main ideas with supporting information and logical organization, and the conclusion summarizes the speech while leaving the audience with a clear final message. When speakers organize their presentations carefully, use smooth transitions between ideas, and support their points with relevant examples and evidence, they communicate more effectively and create a stronger connection with their audience