

An Analysis of Effective Techniques Used in the Introductions and Conclusions of Five World Leaders' Speeches

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Abstract

Public speaking plays a vital role in the professional world to design and deliver a message to the audience. Effective public speakers choose techniques for the speech that will engage their audience with the topic and deliver their message skillfully. This paper aims at investigating the use of techniques in the introductions and conclusions of five world leaders' speeches. The selected speeches were identified and analysed through Gregory's (2016) effective techniques for introductions and conclusions. The results showed that establishing the credibility and previewing the body of the speech were the most frequently used techniques for effective introductions. Moreover, the frequently used concluding techniques were signaling the end, summarizing key ideas, issuing an appeal and referring to the introduction. It is hoped that this study can help novice public speakers and students overcome fear of public speaking and develop critical thinking skills to create their own presentations.

Keywords: techniques, speeches, introduction and conclusion

1. INTRODUCTION

According to Seamons (2017), speeches can inspire people to do better and be better, but then there are the speeches that inspire entire nations to make history. However, a speaker needs to be influential and motivational to inspire his audience. Baker (1965) confirmed, "Individuals who are unorganized while speaking are perceived as less credible and believable than those who are organized". To become a professional and effective public speaker, it is important to prepare a well-developed speech that fits the audience. Introduction and conclusion are essential elements in an impactful speech. The purpose of speech introduction is to gain the audience's attention and to prepare them intellectually and psychologically for the body of the speech. Similar to the introduction, the role of the conclusion is also important to signal to the audience that the speech is coming to a close and help them remember the most important points from the speech. This study focuses on analysing the techniques used in introductions and conclusions of five world leaders' speeches. The analysis is conducted through the techniques proposed by Gregory (2016).

1.1. Aim and objectives of the study

The aim of this research is to study the effective techniques used in the introductions and conclusions of five world leaders' speeches in 2020. The objectives of this paper are as follows:

1. To assess the frequency of techniques used in the introductions and conclusions of speeches
2. To observe the effectiveness of using techniques in these two parts of each speech

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3. To explore the most frequently used techniques formulating the introductions and conclusions of the selected speeches

Research Questions

1. Which techniques are applied to create effective introductions and powerful conclusions for speeches?
2. How does the use of these techniques affect the speeches?
3. Which are the most frequently used techniques by the leaders in their speech introductions and conclusions?

2. Literature Review

According to Gregory (2016), crafting an impactful introduction as well as a powerful conclusion is challenging public speakers. In this section, his effective techniques of speech introduction and conclusion are reviewed.

2.1. Techniques used for the introduction of the speech

The introduction has two main goals: to capture and hold the audience's attention and interest, and to prepare the audience intellectually and psychologically for the body of the speech. The first goal focuses on "grabbers" or "attention material" which can be designed for a more compelling introduction. The second goal emphasizes the orienting material which can be formulated for a well-prepared and purposeful introduction. In order to fulfill these two purposes, Gregory (2016) states ten effective techniques in creating the introductions of the great speeches. These effective techniques for introductions are mentioned as follows:

1. Relating a story

Telling a story is one of the most effective ways to begin a speech because people love to listen to narrative accounts. This story provides an easy and natural entry into the rest of the speech. In addition to a true story, a hypothetical illustration which is an imaginary scenario that illustrates a point can also be used.

2. Asking a question

Asking a question can be an effective way to intrigue the listeners and encourage them to think about the subject matter to be discussed. There are two kinds of questions used as attention materials: the rhetorical question and the overt-response question. Rhetorical question is used solely to stimulate interest and not to elicit a reply. Overt-response question is used to elicit a direct immediate reply.

3. Making a provocative statement

An opening remark that shocks, surprises, or intrigues the listeners can certainly grab attention.

4. Citing a quotation

A quotation can provide a lively beginning for a speech. Quotations usually work best when they are short. The pause is the best way to indicate the end of the quotation.

5. Arousing curiosity

An effective attention material is to arouse the curiosity of the audience.

6. Providing a visual aid or demonstration

Any of the visual aids can be used to introduce a speech with the aim of getting the audience's attention and relating to the main points of the speech. A demonstration can also make an effective opener.

7. Giving an incentive to listen

At the beginning of the speech, the audience needs to be given an incentive to listen to the entire speech. Therefore, the speaker must show the listeners how the topic relates to their personal lives and their own best interests.

8. Giving background information

Giving background information such as definitions and explanations helps the listeners understand the speech if the speaker explains the limitations of the speech. By showing the boundaries of the subject, the speaker increases the chances that the audience will listen with open minds.

9. Establishing credibility

Establishing credibility increases the audience's chances of accepting the central ideas. Credibility gives some reasons why the speaker is qualified to speak on the subject. The speaker can enhance the credibility by citing sources in the orienting materials.

10. Previewing the body of the speech

The speaker should give the listeners a preview of the body of the speech not so as to disconnect with the information. Giving a preview by stating the central idea and the main points helps the listeners grasp the significance of the subject and give the good impression to the speaker.

2.2. Techniques used for the conclusion of the speech

The ending of the speech is of importance to add to or subtract from the audience's opinion of the entire speech. These following seven techniques serve as the best ways to satisfy the audience's sense of completion on the conclusion of the speech.

1. Signaling the end

In listening to a speech, the audience has the same need for a sense of finality. Thus, the speaker must signal the end of the speech to satisfy the audience's psychological need for a sense of completion. To give listeners a satisfying conclusion, verbal and nonverbal signals are provided. The speaker can openly announce that the conclusion is coming by using verbal signs such as "So, in conclusion, I'd like to say....., Let me end by saying". Two nonverbal cues are subtle but important: (1) say the conclusion with a tone of dramatic finality, and (2) subtly intensify the facial expression and gesture.

2. Summarizing key ideas

The summary gives the listeners a good opportunity to restate the central idea and the main points. A summary should also be brief to reach the main concepts of the speech.

3. Citing a quotation

A good quotation can dramatize and reinforce a speaker's central idea.

4. Issuing an appeal

Making an appeal to the listeners is one of the techniques for a persuasive speech.

5. Issuing a challenge

Making a challenge to the audience is also one of the techniques for a persuasive speech.

6. Giving an illustration

An illustration is a popular way to reinforce the central idea of a speech.

7. Referring to the introduction

Using the conclusion to hearken back to something said in the introduction is an effective way to wrap up the speech.

3. Research Methodology

3.1. Research Method

In the present research, ten effective introduction techniques and seven powerful conclusion techniques suggested by Gregory (2016) were applied to analyse the techniques used in the introductions and conclusions of the speeches by five world leaders.

3.2. Research Material

The selected materials are the speeches of five world leaders in 2020.

Speech 1: “Fighting Covid-19 through solidarity and cooperation building a global community of health for all” by H.E. Xi Jinping, President of the People’s Republic of China

Speech 2: US President Donald Trump’s speech on Coronavirus Pandemic

Speech 3: Former Vice President of US, Joe Biden’s 2020 Democratic National Convention Speech

Speech 4: Russia President Vladimir Putin’s speech at U.N. General Assembly

Speech 5: Former US President Barack Obama’s Graduation Message to the Class of 2020

3.3. Research Procedure

Firstly, the functions of introductions and conclusions of five world leaders’ speeches were analysed using the techniques proposed by Gregory (2016). Then, the techniques were examined to prove how they affected the speeches. After that, the frequency of the techniques used by each speaker in his introduction and conclusion of the speech was calculated and presented in percentage. Moreover, the most frequently used techniques were also observed. The types of the techniques used by the leaders were shown in tables and the results were discussed.

4. Data Analysis of the Techniques Used in the Selected Speeches

The organization of the selected speeches by five world leaders was analysed to find out which techniques were applied in the introductions and conclusions by using the techniques proposed by Gregory (2016). Data analysis of the introductions and conclusions was presented in two sections.

4.1. Analysis of Techniques Used in Introductions by World Leaders

4.1.1. Analysis of Techniques Used by H.E. Xi Jinping, President of the People’s Republic of China

“To begin with, I wish to say that it is of significant importance for this World Health Assembly to be held at such a critical moment as the human race battles this novel coronavirus.” [Giving an incentive to listen]

“What we are facing is the most serious global public health emergency since the end of World War II. Catching the world by surprise, COVID-19 has hit over 210 countries and regions, affected more than seven billion people around the world and claimed over 300,000 precious lives. I mourn for every life lost and express condolences to the bereaved families. The history of human civilization is one of fighting diseases and tiding over disasters. The virus does not respect borders. Nor is race or nationality relevant in the face of the disease.” [Giving background information]

“In China, after making painstaking efforts and enormous sacrifice, we have turned the tide on the virus and protected the life and health of our people. All along, we have acted with openness, transparency and responsibility. We have provided information to WHO and relevant countries in a most timely fashion. We have released the genome sequence at the earliest possible time. We have shared control and treatment experience with the world without reservation. We have done everything in our power to support and assist countries need”
[Establishing the credibility]

At the beginning of the speech, the speaker uses the technique of giving an incentive to listen. The audience is given an incentive to see clearly that his speech is important to them. Then, he briefly explains the background information related to the topic to help his listeners understand the speech. Finally, the speaker establishes his credibility to receive a good perception from the audience. Thus, the effective techniques used in the introduction will be able to help the speaker to gain his audience’s attention.

4.1.2. Analysis of Techniques Used by Donald Trump, Current President of the United States

“My fellow Americans, tonight I want to speak with you about our nation’s unprecedented response to the coronavirus outbreak that started in China and is now spreading throughout the world.” **[Previewing the body of the speech]**

“Today, the World Health Organization officially announced that this is a global pandemic.”
[Making a provocative statement]

“We have been in frequent contact with our allies, and we are marshaling the full power of the federal government and the private sector to protect the American people. This is the most aggressive and comprehensive effort to confront a foreign virus in modern history. I am confident that by counting and continuing to take these tough measures, we will significantly reduce the threat to our citizens and we will ultimately and expeditiously defeat this virus. From the beginning of time, nations and people have faced unforeseen challenges, including large-scale and very dangerous health threats. This is the way it always was and always will be. It only matters how you respond, and we are responding with great speed and professionalism.” **[Establishing the credibility]**

President Donald Trump introduces his speech to the audience by previewing the body of the speech. This technique will help the audience clearly know what to expect throughout the speech. Then he immediately brings the listeners into attention by providing a provocative statement. The technique of establishing the credibility is also applied to gain trust and respect from his listeners. It can be seen that these are the impactful techniques to open a speech and to make the audience interested in the speech.

4.1.3. Analysis of Techniques Used by Joe Biden, Former Vice President of the United States

“Ella Baker, a giant of the civil rights movement left us with this wisdom: Give people light and they will find the way. Give people light: Those are words for our time.” **[Citing a quotation]**

“The current president has cloaked America in darkness for much too long. Too much anger, too much fear, too much division.” **[Making a provocative statement]**

“Here and now I give you my word. If you entrust me with the presidency, I will draw on the best of us, not the worst. I will be an ally of the light, not the darkness. It is time for us, for we, the people, to come together. And make no mistake, united we can and will overcome this season of darkness in America. We will choose hope over fear, facts over fiction, fairness over

privilege. I'm a proud Democrat and I will be proud to carry the banner of our party into the general election.” [Establishing the credibility]

“That's the job of a president, to represent all of us, not just our base or our party. This is not a partisan moment. This must be an American moment. It's a moment that calls for hope and light and love, hope for our future, light to see our way forward and love for one another. America isn't just a collection of clashing interests, of red states or blue states. We're so much bigger than that, we're so much better than that.” [Previewing the body of the speech]

In the introduction of this speech, the speaker provides a quotation that relates directly to his speech to capture the listeners’ attention. He also gives a remark concerned with the current president. This provocative statement surprises the audience and gets them engage in the topic. Moreover, establishing the credibility, he persuades the listeners to believe why he is competent to give this speech. Then he lets his audience prepare for the body of the speech by previewing the main points. It is assumed that the opening of this speech can grab and hold the audience’s attention.

4.1.4. Analysis of Techniques Used by Vladimir Putin, President of Russia

“Mr. President, Mr. Secretary-General, colleagues, ladies and gentlemen,

This year, the international community celebrates two, without exaggeration, historic anniversaries: the 75th anniversary of the end of the Second World War and establishment of the United Nations. The importance of these two forever interlinked events cannot be overemphasized.” [Previewing the body of the speech]

“In 1945, Nazism was defeated, the ideology of aggression and hatred was crushed, and the experience and spirit of alliance, as well as the awareness of the huge price that had been paid for peace and our common Victory, helped construct the post-war world order. It was built on the ultimate foundation of the UN Charter that remains the main source of international law to this day”. [Giving background information]

“I am convinced that this anniversary makes it incumbent upon all of us to recall the timeless principles of inter-State communication enshrined in the UN Charter and formulated by the founding fathers of our universal Organization in the clearest and most unambiguous terms. These principles include the equality of sovereign States, non-interference with their domestic affairs, the right of peoples to determine their own future, non-use of force or the threat of force, and political settlement of disputes.” [Establishing the credibility]

The speaker introduces his speech to the listeners with a preview of the body of the speech. The use of this technique helps the audience listen intelligently to the central ideas of the speech. Then, he gives the listeners some background information of the subject to fully understand his speech. Establishing the credibility also makes the speech believable, trustworthy and competent. Therefore, it is certain that such kind of speech with the use of some effective techniques will be more effective for the audience.

4.1.5. Analysis of Techniques Used by Obama, Former President of the United States

“Hi, everybody. Aniyah, thank you for that beautiful introduction. I could not be prouder of everything you've done in your time with the Obama Foundation.

And, of course, I couldn't be prouder of all of you in the graduating Class of 2020 – as well as the teachers, coaches, and most of all, parents and family who guided you along the way.” [Previewing the body of the speech]

“Now, graduating is a big achievement under any circumstances.” [Making a provocative statement]

“Some of you have had to overcome serious obstacles along the way, whether it was an illness, or a parent losing a job, or living in a neighborhood where people too often count you out. Along with the usual challenges of growing up, all of you have had to deal with the added pressures of social media, reports of school shootings, and the specter of climate change. And then, just as you’re about to celebrate having made it through, just as you’ve been looking forward to proms and senior nights, graduation ceremonies – and, let’s face it, a whole bunch of parties – the world is turned upside down by a global pandemic. And as much as I’m sure you love your parents, I’ll bet that being stuck at home with them and playing board games or watching Tiger King on TV is not exactly how you envisioned the last few months of your senior year.” **[Previewing the body of the speech]**

“Now I’ll be honest with you – the disappointments of missing a live graduation, those will pass pretty quick. I don’t remember much of my own high school graduation. I know that not having to sit there and listen to a commencement speaker isn’t all bad – mine usually go on way too long. Also, not that many people look great in those caps, especially if you have big ears like me. And you’ll have plenty of time to catch up with your friends once the immediate public health crisis is over.” **[Arousing curiosity]**

In this speech, the speaker introduces the technique of previewing the body of the speech to help the listeners to grasp the main points of the subject. His opening remark also intrigues the listeners to certainly grasp the attention and interest with a provocative statement. Moreover, a preview of the main points helps the audience pay attention to the message. Then, the speaker arouses the curiosity of the listeners by recovering his wonderful memory. Thus, his speech serves as an impactful beginning for the audience.

4.2. Analysis of Techniques Used in Conclusions by World Leaders

4.2.1. Analysis of Techniques Used by H.E. Xi Jinping, President of the People’s Republic of China

“— China will provide US\$2 billion over two years to help with COVID-19 response and with economic and social development in affected countries, especially developing countries. — China will work with the UN to set up a global humanitarian response depot and hub in China, ensure the operation of anti-epidemic supply chains and foster “green corridors” for fast-track transportation and customs clearance.

— China will establish a cooperation mechanism for its hospitals to pair up with 30 African hospitals and accelerate the building of the Africa CDC headquarters to help the continent ramp up its disease preparedness and control capacity.

— COVID-19 vaccine development and deployment in China, when available, will be made a global public good. This will be China’s contribution to ensuring vaccine accessibility and affordability in developing countries.

— China will work with other [G20](#) members to implement the Debt Service Suspension Initiative for the poorest countries. China is also ready to work with the international community to bolster support for the hardest-hit countries under the greatest strain of debt service, so that they could tide over the current difficulties.” **[Summarizing key ideas]**

“To conclude, I call on all of us to come together and work as one.” **[Signaling the end]**

“Let’s make concerted efforts to protect the life and health of people in all countries. Let’s work together to safeguard planet Earth, our common home. Let’s work together to build a global community of health for all!” **[Issuing a challenge]**

At the end of this speech, the president recaptures the essence of his speech by summarizing the most important ideas about boosting international cooperation against Covid-19. Then, he signals that he is about to finish his speech by saying, “To conclude, ...”. He ends the speech with a challenge to convince his audience to work together in tackling the current crisis. Issuing a challenge is a powerful technique to show the importance of taking action. Thus, it can be said that it is an effective conclusion for the audience.

4.2.2. Analysis of Techniques Used by Donald Trump, Current President of the United States

“Finally, I am calling on Congress to provide Americans with immediate payroll tax relief. Hopefully they will consider this very strongly.” [Signaling the end]

“We are at a critical time in the fight against the virus. We made a lifesaving move with early action on China. Now we must take the same action with Europe. We will not delay. I will never hesitate to take any necessary steps to protect the lives, health, and safety of the American people. I will always put the wellbeing of America first. If we are vigilant — and we can reduce the chance of infection, which we will — we will significantly impede the transmission of the virus. The virus will not have a chance against us.” [Summarizing key ideas]

“No nation is more prepared or more resilient than the United States. We have the best economy, the most advanced health care, and the most talented doctors, scientists and researchers anywhere in the world. We are all in this together. We must put politics aside, stop the partisanship and unify together as one nation and one family.” [Referring to the introduction]

In the conclusion of the speech, President Donald Trump provides the signal word “Finally” to indicate his audience that the end is approaching. Then, he uses another technique of summarizing the key ideas of how the US handling of Covid-19. This technique helps the audience remember the most important points from the speech. Finally, he reiterates the facts said in the introduction to bring the audience’s mind back to the overall purpose and message of his speech. Therefore, the conclusion will be able to leave the audience with the sense of satisfaction.

4.2.3. Analysis of Techniques Used by Joe Biden, Former Vice President of the United States

“You know, American history tells us that it has been in our darkest moments that we've made our greatest progress, that we found the light. In this dark moment I believe we're poised to make great progress again, that we can find the light once more. You know, many people have heard me say this but I've always believed you can define America in one word: possibilities. The defining feature of America: Everything is possible.” [Referring to the introduction]

“Are you ready? I believe we are. This is a great nation. We're a good and decent people. For Lord's sake, this is the United States of America. There's never been anything we've been unable to accomplish when we've done it together.” [Issuing an appeal]

“The Irish poet Seamus Heaney once wrote, History says don't hope on this side of the grave, but then once in a lifetime, the longed for tidal wave of justice can rise up and hope and history rhyme.” [Citing a quotation]

“This is our moment to make hope and history rhyme with passion and purpose. Let us begin, you and I together, one nation under god, united in our love for America, united in our love for each other, for love is more powerful than hate. Hope is more powerful than fear, and light is more powerful than dark. This is our moment. This is our mission. May history be able to say

that the end of this chapter of American darkness begin here tonight as love and hope and light join in the battle for the soul of the nation. And this is a battle we will win, and we'll do it together. I promise you.” [Referring to the introduction]

The speaker ends his speech by referring to the introduction. Reviewing the main ideas in conclusion can help audience remember and retain the message after the speech is over. Then he uses the technique of issuing an appeal, one of the most common persuasive concluding devices to engage the audience in the activity. In addition, he concludes with a quotation relevant to the speech topic to reinforce his central idea. Using these effective techniques in the ending, he will be able to leave his audience with favourable impression of speech.

4.2.4. Analysis of Techniques Used by Vladimir Putin, President of Russia

“In the current challenging environment, it is important for all countries to show political will, wisdom and foresight. The permanent members of the UN Security Council – those powers that, for 75 years now, have been bearing particular responsibility for international peace and security, the preservation of the foundations of international law – should take the lead here. Fully realizing this responsibility, Russia has suggested convening a G5 summit. It would aim at reaffirming the key principles of behavior in international affairs, elaborating ways to effectively address today’s most burning issues. It is encouraging that our partners have supported the initiative. We expect to hold such summit – in person – as soon as epidemiological situation makes it possible.” [Referring to the introduction]

“I would like to reiterate that in an interrelated, interdependent world, amid the whirlpool of international developments, we need to work together drawing on the principles and norms of international law enshrined in the UN Charter.” [Signaling the end]

“This is the only way for us to carry out the paramount mission of our Organization and provide a decent life for the present and future generations. I wish all the peoples of our planet peace and well-being. Thank you.” [Issuing an appeal]

At the end of the speech, the speaker links the conclusion of the speech to the introduction. Referring to the introduction is an effective way to wrap up the main theme of the entire speech. Then, he also makes a clear verbal signal to his conclusion by saying “I would like to reiterate that ...”. Finally, issuing an appeal is utilized as one of the most common persuasive concluding devices in order to ask the audience “to take an action”. Therefore, it can be said that this good conclusion persuades the audience to help create the future.

4.2.5. Analysis of Techniques Used by Obama, Former President of the United States

“So be alive to one another’s struggles. Stand up for one another’s rights. Leave behind all the old ways of thinking that divide us – sexism, racial prejudice, status, greed – and set the world on a different path.” [Summarizing key ideas]

“When you need help, Michelle and I have made it the mission of our Foundation to give young people like you the skills and support to lead in your own communities, and to connect you with other young leaders around the country and around the globe.” [Issuing an appeal]

“But the truth is you don’t need us to tell you what to do. Because in so many ways, you’ve already started to lead.” [Issuing a challenge]

“Congratulations, Class of 2020. Keep making us proud.” [Issuing an appeal]

The speaker ends the speech with a summary by reviewing the main points. It is useful for the speaker to make his audience drive home the key concept of the speech. Then, the conclusion of his speech approaches with the clincher of issuing an appeal and a challenge.

These devices help the audience reinforce the central idea of the speech. Therefore, these effective concluding techniques will definitely be able to create the memorable ending of the speech for the audience.

5. FINDINGS AND DISCUSSION

In this study, after analysing five world leader's speeches based on the Gregory's theory of effective techniques (2016), the results of data are found out and the explanation based on the analysis results are provided. The analysis results of speech introductions and conclusions are tabulated respectively and given a detailed discussion.

Table (1) Frequency of the techniques used in the introductions of speeches by world leaders

No.	Types of Techniques	Speech 1	Speech 2	Speech 3	Speech 4	Speech 5	Total	Percentage
1	Relating a story	-	-	-	-	-	0	0
2	Asking a question	-	-	-	-	-	0	0
3	Making a provocative statement	-	✓	✓	-	✓	3	18.75
4	Citing a quotation	-	-	✓	-	-	1	6.25
5	Arousing curiosity	-	-	-	-	✓	1	6.25
6	Providing a visual aid or demonstration	-	-	-	-	-	0	0
7	Giving an incentive to listen	✓	-	-	-	-	1	6.25
8	Giving background information	✓	-	-	✓	-	2	12.5
9	Establishing the credibility	✓	✓	✓	✓	-	4	25
10	Previewing the body of the speech	-	✓	✓	✓	✓	4	25
		3	3	4	3	3	16	100

According to Gregory (2016), the function of introduction of a speech is incredibly important to capture the audience's attention and to prepare the audience intellectually and psychologically for the body of the speech. Therefore, he states the most effective techniques of creating an introduction. By observing the results, Table (1) shows that five world leaders used seven out of ten effective techniques: making a provocative statement, citing a quotation, arousing curiosity, giving an incentive to listen, giving background information, establishing the credibility and previewing the body of the speech.

The techniques of establishing the credibility and previewing the body of the speech were found with the highest frequency (25%). Gregory proposed that the most effective way of gaining the attention and interest is by establishing the credibility to speak. Credibility is the

believability of the speakers. Being public speakers, they need to communicate their target audiences why they are credible speakers on a given topic. Thus, the leaders in this study used these techniques favourably through their opening speeches. They established the trust of their audience by letting them receive the main source of information.

Moreover, the results showed that previewing the body of the speech was also the most frequently used in the selected speeches. The leaders issued preview statements by letting the audience know what the speech was about and what they wanted to accomplish. In the sample speech, President Donald Trump gave a preview statement to his audience so that the listeners can easily follow the nation's unprecedented response to the coronavirus outbreak spreading throughout the world.

Furthermore, the speakers made a provocative statement as a second priority (18.75%) with the purpose of rising up the emotion of the audience. A provocative statement is essentially an outline of the speech. In this study, the leaders made the listeners shock, surprise and intrigue in order to grab the audience's attention at the beginning of the speech. For example, Joe Biden, Former Vice President of the United States, remarked the bad reputation of the current president at his opening speech. As a result, the audiences were surprised and engaged in the topic. Thus, the provocative statement is a specific attention-getting device for a good public speaker.

Moreover, the technique of giving background information was also used in the speeches (12.5%). Most of the world leaders delivered background information to give an orientation of what the speech is about. It is also important for the listeners to understand and absorb the main ideas of the speech. The least frequently used techniques (6.25%) were citing a quotation and arousing curiosity and giving an incentive to listen. Only former Vice President of US, Joe Biden cited a quotation in his opening speech to capture the listeners' attention. Similarly, only former President Barack Obama aroused the curiosity of the audience in his opening remark. The technique of giving an incentive was only used by President H.E. Xi Jinping to help his audience see clearly that his speech was important to them.

However, three techniques of relating a story, asking a question and providing a visual aid or demonstration were not utilized in any speech. Although Gregory stated that telling a story provides an easy and natural entry into the rest of the speech and asking questions are to stimulate the audience's interest and elicit a direct immediate reply, the leaders did not use these techniques as they might prefer the other ones to hold the audience's attention. It can be assumed that providing the visual aids and demonstration is sometimes time-consuming. Based on the results, as the leaders primarily used the techniques of establishing credibility and previewing the body of the speech with the aim of orienting the material, it can be remarked that they prefer giving informative speeches to persuasive ones.

Table (2) Frequency of the techniques used in the conclusions of speeches by world leaders

No.	Types of Techniques	Speech 1	Speech 2	Speech 3	Speech 4	Speech 5	Total	Percentage
1	Signaling the end	✓	✓	-	☐✓	-	3	20
2	Summarizing key ideas	✓	✓	-	-	☐✓	3	20
3	Citing a quotation	-	-	☐✓	-	-	1	6.66
No.	Types of Techniques	Speech 1	Speech 2	Speech 3	Speech 4	Speech 5	Total	Percentage
4	Issuing an appeal	-	-	☐✓	✓	✓	3	20
5	Issuing a challenge	☐✓	-	-	-	☐✓	2	13.33
6	Giving an illustration	-	-	-	-	-	0	0
7	Referring to the introduction	-	✓	✓	✓	-	3	20
		3	3	3	3	3	15	100

Table (2) shows the frequency of techniques used by the five world leaders in the conclusions of their speeches. Gregory (2016) states that as the ending of a speech can either add to or subtract from the audience's opinion of the entire speech, it is worthwhile to spend a lot of time working on the conclusion. Therefore, it can be assumed that speech conclusion is an essential element of an effective speech. In this section, the results found in analysing the concluding techniques of the speeches will be discussed. Being world leaders, they must be influential and motivational speakers for their audiences. It can be found that all these leaders used at least three effective concluding techniques proposed by Gregory (2016).

Observing the results, four techniques were found as the most frequently used techniques with the highest percentage (20%): signaling the end, summarizing key ideas, issuing an appeal and referring to the introduction. Three out of five leaders concluded their speeches with the signal words to show the audience that they were about to stop speaking. When a speaker suddenly stops speaking, the audience is left confused and disappointed. Therefore, the technique of signaling the end was commonly used by the leaders to leave their audience with a sense of satisfaction. Summarizing key ideas was also an impactful technique among leaders because it can help the audience retain the main points after the speech is over. Another frequently used technique by the leaders was issuing an appeal, a common persuasive concluding device, to ask the listeners to engage in specific behaviour or change in thinking. Therefore, in this study, it can be observed that most of the world leaders ended their speeches by appealing to their audiences with the purpose of engaging them in action. Moreover, the technique of referring to introduction was also frequently found as a powerful technique in building the effective conclusions. The three world leaders utilized this technique because

linking the introduction of the speech to the conclusion can wrap up their speeches and help their audience remember the message.

In addition, “Issuing a challenge” was the second most frequently used concluding technique (13.33%) found in the speeches of President H.E. Xi Jinping and President Obama. It is also an effective method to engage the audience in some kind of activity that requires a contest or special efforts. However, it is found that among five world leaders, only the former vice president of the United States, Joe Biden, concluded his speech with a quote. Therefore, the least frequently used technique was citing a quotation which covers (6.66%). The table also shows that all of the leaders did not give any illustrations in their conclusions. According to Gregory (2016), an illustration is a popular way to reinforce the central idea of a speech. It can be assumed that they did not use this technique as they had already used the other techniques such as summarizing key ideas and referring to introduction to cover the main idea of the speech.

In view of the findings, after exploring the techniques used by the world leaders in their introduction and conclusion of the speeches, it can be remarked that they can create impactful beginnings and powerful endings.

CONCLUSION

The present paper studied the effective techniques used in the introductions and conclusions of five world leaders’ speeches in 2020. Gregory’s (2016) effective introduction and powerful conclusion techniques were used to analyse the beginnings and endings of the speeches.

After analysing the data, it was found that in the introductions, establishing the credibility and previewing the body of the speech were mostly used to help the audience understand and absorb the main ideas of the speech. In the conclusions, the most frequently used techniques were signaling the end, summarizing key ideas, issuing an appeal and referring to the introduction to create effective conclusions for the speech. The findings suggest that having a good opening and closing in a speech is very important for a public speaker to pass through his or her important messages. It can be remarked that most of the world leaders used at least three kinds of effective techniques to make their introductions and conclusions impactful and memorable for their audience.

To sum up, the research points out that a speech will not be effective if there is no use of any technique. Further researchers can probably analyse the techniques used in organizing the whole speech of the public speakers. It is hoped that the present study can be of help not only to novice public speakers for creating their own effective speeches but to the students for giving better presentations.

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