

The attention-getter is designed to intrigue the audience members and to motivate them to listen attentively for the next several minutes. There are infinite possibilities for attention-getting devices. Some of the more common devices include using a story, a rhetorical question, or a quotation. While any of these devices can be effective, it is important for you to spend time strategizing, creating, and practicing the attention-getter.

Most importantly, an attention-getter should create curiosity in the minds of your listeners and convince them that the speech will be interesting and useful. The wording of your attention-getter should be refined and practiced. Be sure to consider the mood/tone of your speech; determine the appropriateness of humor, emotion, aggressiveness, etc. Not only should the words get the audience's attention, but your delivery should be smooth and confident to let the audience know that you are a skilled speaker who is prepared for this speech. Some examples could include:

- Thought-provoking question (avoid loaded questions)
- Direct appeal for information about audience's concerns
- Meaningful and relevant quotation
- Personal experience or self-disclosure relevant to the point of your message
- Vivid example that illustrates the central point of your message
- Significant statistic(s)
- Insightful story or anecdote
- Drawing upon a recent or current event
- Connecting with something your audience knows or cares about
- Historical achievement or tradition that emphatically exemplifies the topic or problem at hand
- Startling statement or report of an unusual event
- Demonstration
- Unusual or impressive visual aid
- The significance of the occasion itself
- The significance of the presentation topic
- Hypothetical situation
- Interesting definition of a word central to your presentation theme
- Suitable humor

#### Example Rhetorical Question:

Rhetorical questions are designed to arouse curiosity without requiring an answer. Either the answer will be obvious, or if it isn't apparent, the questions will arouse curiosity until the presentation provides the answer. An example of a rhetorical question to gain an audience's attention for a speech about fly-fishing could be, "Have you ever stood in a freezing river at 5 o'clock in the morning by choice?"

#### Example Quotation:

A quotation from a famous person or from an expert on your topic can gain the attention of the audience. The use of a quotation immediately launches you into the speech and focuses the audience on your topic area. If it is from a well-known source, cite the author first. If the source is obscure, begin with the quote itself. Example for a project on action movies could be, "Columnist and author Dave Barry once said, 'Karate is a form of martial arts in which people who have had years and years of training can, using only their hands and feet, make some of the worst movies in the history of the world.'"

**--Due: Monday, May 16<sup>th</sup>**

**--You must type, using MLA format, three possible attention getters for your project.**

**--You will be presenting in small groups and choosing which one works best.... bring all props!!**