

Chapter II

Literature review

2.1 The definition of speech introduction

Siteseen (2014) explains that an introduction of speech is an opener written to introduce the subject they will be talking about. It is helpful to provide the audience with details in order to establish the speaker's credibility. An introduction can accomplish this by fulfilling five important responsibilities: get the audience's attention, introduce the topic, explain its relevance to the audience, state a thesis or purpose, and outline the main points.

2.2 The function of introduction of speech

Sandman (2010) states that speech introduction is the important element in speech in front of public. Speech introduction have four specific function, there are :

1. Gain the attention an interest of the audience
2. Gain the goodwill of the audience
3. Clearly state the purpose of the speech for the audience
4. Preview and structure the speech for the audience

The first and the second function of the introduction is to gain the and to get the goodwill of the audience have most to do to make the audience focus to the speaker. The third and the fourth function is to tell the perpose and to preview and atructure the speech have to do to make the audience listen to the speaker.

2.3 The methods of speech introduction

According to Lucas (2007:23), there are several ways to begin the speech as follows :

a. Get Attention and Interest

If the topic is not one of extraordinary interest, the speaker can quickly lose an audience if the speaker doesn't use the introduction to get the audience attention and quicken their interest.

b. Relate the topic to the audience

People pay attention to things that affect them directly, relate the topic to the audience will make the audience more likely to be interested in the speech.

c. State the importance of your topic

Tell to the audience why they should think the speech is important. By citing them in the introduction speaker emphasized the importance of the topic and captured the attention of the audience. This technique is easy to use when discussing social and political issues such as youth violence, endangered species, terrorism, and stem-cell research, but it is appropriate for other topics as well.

d. Startle the audience

One surefire way to arouse interest quickly is to startle the audience with an arresting or intriguing statement. Every one in the audience paid close attention after this speaker introduction.

e. Arouse the curiosity of the audience

People are curious, one way to draw them in to the speech is with the statement that progressively whets their curiosity about the subject of the speech.

f. Question the audience

Asking with the rhetorical question is another way to get the audience thinking about the speech. Sometimes a single question will do. In other circumstances, the speaker wants to pose a series of questions, each of which draws the audience deep and deeper into the speech.

g. Begin with a quotation

Another way to arouse the interest of the audience is the attention with getting quotation. The speaker might choose the quotation from the speare or confucius, from the poem, from who developed the first polio vaccine. The speaker need not use well-known or famous quotation. A humorrous quotation can can afford double impact, the speaker not only got the audience attention but also foreshadowed a central theme of the speech.

h. Tell a story

We all enjoy the story especially if the stories are provocative, amusing, dramatic, or suspensful.to work well as introductionthey should also be clearly relevant to the point of the speechused in this way stories are perhaps the most effective way to begin a speech.

i. Preview the body of the speech

Most people are poor listeners, even good listeners need all help they can get in sorting out the speaker's ideas. One way to help the is to tell them in the introduction what they should listen for is the rest of the speech. This opening will have provided a way to get the audience attention but it also whould have related to the topic of the speech.

Moreover, Hayaza (2016, p.35) says that there are several ways to begin the speech as follows :

a. Relax

When the speaker have prepared everything, from what materials would speaker say, self preparation, practice, and it makes speaker be the person who best understands the material, everything would be fine.

b. The first 4-7 seconds

A speaker only have about 4-7 seconds to create a positive influence on an impressive opening. So make sure the speaker have a good opening, strong, deep and solid. A first impression has a huge influence. So train the opening that the speaker have prepared.

c. Introduce your self

Introducing, Convey what is the speaker would be delivered to the audience, convey why the speaker passing on the things that will be delivered, convey the purpose, convey how long the speech, and tell the audience when to be asked.

d. Do not start with joke

Do not start with a joke unless the speaker is very confident. Some people feel very confident joke is the best way to open the presentation. But unfortunately, not everyone can tell jokes well.

e. Do not start with an apology

Do not open with an apology unless the speaker really made a fatal mistake. Do not apologize for anxiety, nervousness, or lack of preparation.

f. Create a characteristic

If the speaker do not create something unique compared to the other speakers, the audience will not remember who is the speaker. When the speaker make a speech, the speaker actually plugging a brand or a new stamp about themselves.

g. Create the trust from the beginning

Create a trust since the opening of speech. create a safe and comfortable atmosphere for the audience from the beginning, make the audience liked the speech.

h. Self-declaration

How the speaker make a statement about themselves, then that is what will happen. "I was not able to speak in front of public, I am a bad speaker, I could not possibly be a successful speaker." If the speaker have a self-statement like this, it is not surprising if the speaker are not able to be a good speaker.

i. Speak with confidence

Speak with confidence as if the speaker really believe about what that they say. With the material that the spekaer have learned before and the speaker will be sure that what they will convey to the audience is right. And believe that

the confidence that the speaker make is the bridge to success in making a speech.

Hojanto (2012, p.81) states that there are 10 methods of powerful introduction in speech as follows :

a. Visual impact

The speaker shows the impact visually to attract the interest of the audience and be a bridge into topic discussion.

b. Powerful question

The speaker gives the problem that is happening and the speech is the solution about that problem.

c. Audience participation

The speaker ask the direct participation of the audience.

d. Story

The speaker tells the story related to the topics that will be discussed.

e. Four Statement

The speaker gives four questions are the same or different, followed by the topic that related to the four question.

f. Compliment

The speaker open the speech by giving the praise to the audience, the city where the event took place, or the audience's profession.

g. Surprising facts

The speaker provide the facts are not known as speech material to open and provide a surprising effect to the audience. This is important in order to get their attention.

h. Quote

The speaker can take the quote from the figure that known by the audience as a reference in developing speech materials.

i. Humor

Although the speaker capable to open the speech with humor, the speaker need to be observant and careful in using it. Make sure it related to the topic that discussed and does not contain about ethnic, religious, racial and sectarian.

j. Question of the Famous Person

The speaker provide the questions that lead the audience's curiosity and filed by a well-known figure. If the figure is less well-known figure, the speaker able to give a little introduction about the figure.

2.4 Stand up comedy

Pragiwaksono (2011, P.8) Historically, Stand Up Comedy itself has existed in the 18th century in Europe and America. The comedian actor is commonly called a "stand-up comic" or briefly called a "comic". The comic is typically provide a variety of humorous stories, short jokes or criticism in the form of allusions to something that nature tends public with a variety of grain movement and style. Some comic was even used props to enhance their performance on stage. Stand Up Comedy is usually carried out in cafes, bars, universities and theaters.

According to Papana (2012, p.5) Stand-up Comedy is a form of performing arts comedy, where comedians perform in front of the audience and speak directly to them.

Furthermore Papana (2012) gives there are several techniques in delivering stand up comedy as follows :

a. One Liner

One liner is short verses that only consists of one to three sentences. One liner is the most simple techniques in stand up comedy, but in addition to simple also requires thinking harder than other techniques.

b. Act out

Act out is showing movement. Act out often used in standup comedy because it is easy and a high success. Typically Act out as the punchline.

c. Impersonation

Impersonation is imitating well-known figure or mimicking other comics appearance. This technique usually takes the style of speech, movement, or peculiar words.

d. Roasting

Roasting is heating and criticizing others.

e. Riffing

Riffing is inviting the audience to interact.

f. Comparisons

Comparisons are joke by comparing something with something else. Punch line lies in the difference of the thing that compared.

g. Simile

Simile is clarify something with such depictions symbolize something else (the term).

h. Call Back

Call back is a technique that uses the punchline of a set up that was submitted first to the another set up in a few next bit.

i. Hackler Handling

Hackler Handling is the technique to change the hackler (interference) became a joke intended to invite laugh. Bullies can be derived from the audience or other comics.