



Beijing Foreign Studies University|
教育部 - 出国人员培训部

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Public Speaking

Unit 4, Lesson 2: the 4 'S' Strategy + speech conclusion

Instructor:
Dr. Carlos Cardenas

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Lesson 1

01	<u>Warm-up:</u> Putting the pieces together
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A Complete Speech: Putting the pieces together



Interesting introduction



- Attention hook
- State idea
- Preview

Speech Body

from 3 to 5 main ideas



- Summary
- Re-state thesis
- Closing remark

Clear conclusion

Signpost, state, support, summarize

Develop each idea



SPEECH OUTLINE TEMPLATE

Topic: _____

General Purpose: _____

Specific Purpose: _____

Thesis: _____

INTRODUCTION

I. Attention Getter: _____

II. Connect With Audience: _____

III. Establish Credibility: _____

IV. Thesis Statement: _____

V. Preview Main Points: _____

BODY (3-4 Main Points for a 5-7 minute speech)

I. Main Point #1 (full sentence): _____

A. Sub-Point: _____

1. Supporting Point: _____

2. _____

a. _____

b. _____

B. _____

1. _____

2. _____

a. _____

b. _____

Transition Statement: _____

II. Main Point #2: _____

A. _____

1. _____

2. _____

a. _____

b. _____

B. _____

1. _____

2. _____

a. _____

b. _____

CONCLUSION

I. Signal Closing or Transition to Conclusion: _____

II. Summary of Main Points: _____

III. Restate Thesis Statement: _____

IV. Concluding Remarks: _____

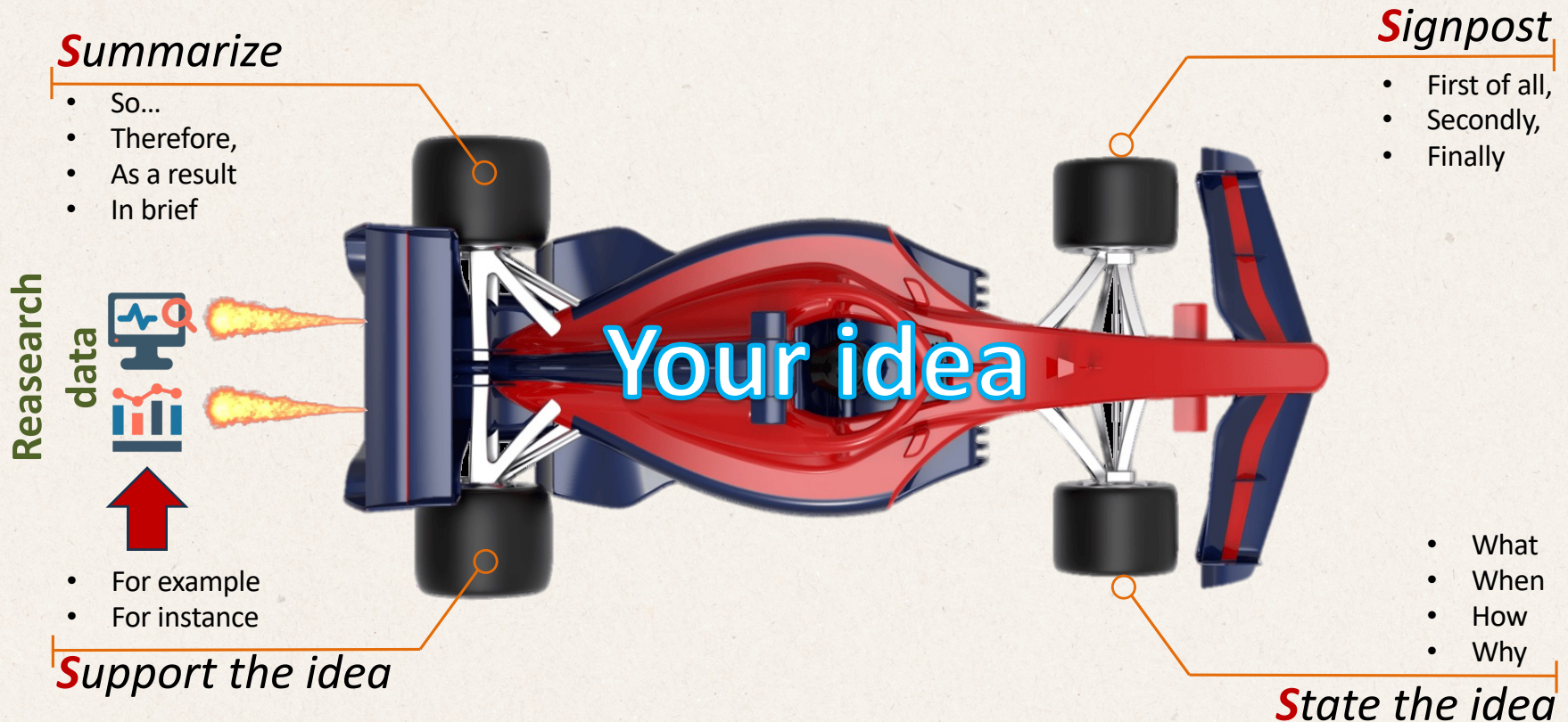
Our Next Step!

Unit 4



Part 1: Developing Key Ideas

The 4 'S' Strategy



Unit 4



The 4 'S' Strategy: Signposting





The 4 'S' Strategy: Signposting



Introduction (Preview)

Listing

A healthy breakfast is the foundation of a productive day. **Next on**, I will **first** show you how eating breakfast shifts the chemistry of your brain positively. **Secondly**, I will talk about the best breakfast choices to boost your mood and focus. **Finally**, I'll show you which foods to avoid.

Refferring Forward

To begin with, eating breakfast gives your brain enough glucose, its main energy source. So, eating breakfast can help your brain stay sharp. **As we shall see**, some foods are a better source of energy for our brain. Protein and complex carbs work best. Eggs and oatmeal are good examples.

Body (between main ideas)

Transitioning between main points

Moving on to the foods you should avoid, sugary cereals and pastries cause a rapid spike in blood sugar, followed by a sharp drop in glucose. **As indicated earlier**, this leaves your brain feeling tired and less focused—the opposite of what you want.

Conclusion (summary)

Refferring backward

As we have seen, starting the day on an empty stomach or eating the wrong food can affect your focus. **To conclude**, a thoughtful breakfast sets the tone for your entire day. By choosing the right foods, you give your brain the tools it needs to perform at its best.



The 4 'S' Strategy: Signposting

The following sentences form a complete speech. They are out of order. Based on the signposting language, number them from 1 to 10 in the correct sequence.

<u>9</u>	As we have seen , a short walk can quickly refresh your focus when you feel stuck.	<u>2</u>	Next on , I will first explain how walking increases blood flow to your brain.
<u>6</u>	As we shall see , not all walks are equally effective for mental clarity. Walking outdoors in a green space works best.	<u>7</u>	Moving on to how long you should walk, research suggests that ten to fifteen minutes is enough to see a noticeable difference.
<u>5</u>	To begin with , walking increases blood flow and oxygen to your brain. This helps improve your concentration and memory.	<u>8</u>	As indicated earlier , the goal is to increase blood flow, not to exhaust yourself.
<u>4</u>	Finally , I will show you how long you should walk to get the full benefit.	<u>1</u>	A short walk can be one of the best ways to reset your mind during a long study session.
<u>3</u>	Secondly , I will describe the best type of walk to clear your mind.	<u>10</u>	To conclude , instead of pushing through mental fatigue, take ten minutes to step outside. Your brain will thank you.



The 4 'S' Strategy: Signposting



1. "Next on, I will first explain how walking increases blood flow to your brain."

Which replacement best fits?

- A) In the previous section,
- B) To begin,
- C) As explored below,
- D) Having considered this

B

2. "As we shall see, not all walks are equally effective for mental clarity."

Which replacement best fits?

- A) As we have seen,
- B) As mentioned earlier,
- C) As will be explained,
- D) Prior to this,

C



The 4 'S' Strategy: **S**ignposting



3. "Moving on to how long you should walk, research suggests that ten to fifteen minutes is enough."

Which replacement best fits?

- A) Finally,
- B) Turning now to,
- C) To conclude,
- D) As indicated earlier,

B

4. "As indicated earlier, the goal is to increase blood flow, not to exhaust yourself."

Which replacement best fits?

- A) As will be explained later,
- B) Next,
- C) As mentioned previously,
- D) To begin with,

C



The 4 'S' Strategy: **S**ignposting



5. "**As we have seen**, a short walk can quickly refresh your focus when you feel stuck."

Which replacement best fits?

- A) As explored below,
- B) In the following section,
- C) To begin with,
- D) As demonstrated above,

D

6. "**To conclude**, instead of pushing through mental fatigue, take ten minutes to step outside."

Which replacement best fits?

- A) Firstly,
- B) In conclusion,
- C) Moving on to,
- D) Afterwards,

B



State the Idea



Each key idea needs to be worded clearly. Use complete, concise sentences that follow the same grammatical pattern.

Example (Effective):

•**Specific Purpose:** To persuade the audience that study abroad programs should be encouraged for all students

•**Key Ideas:**

- I. Study abroad programs develop independence.
- II. Study abroad programs strengthen language skills.
- III. Study abroad programs broaden cultural understanding.



Unit 4



Support the Idea

Provide evidence for your idea. Use examples, definitions, comparisons, or statistics.

Example:

"Using a standing desk can improve your focus. A study from the University of Minnesota found that office workers who used standing desks reported 15% higher concentration levels compared to those who sat all day."



Unit 4



Support the Idea

Statement: Learning a musical instrument improves academic performance.

B

Which option provides the best support?



- A) "Music is fun and many people enjoy playing instruments."
- B) "A study from the University of Toronto found that students who took music lessons scored an average of 15% higher in math than their peers."
- C) "My friend learned guitar and he said it helped him focus."

Unit 4



Support the Idea

Statement: Drinking enough water throughout the day helps maintain energy levels.

C

Which option provides the best support?

- A) "Water is tasteless and has no calories."
- B) "Doctors recommend drinking eight glasses of water a day."
- C) "According to the Journal of Nutrition, even mild dehydration can cause fatigue and reduced concentration in young adults."





Summarize the Idea

End each main point with a one-sentence summary. This provides closure and reinforces the idea.

Example:

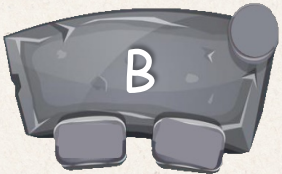
“Walking in a green space increases blood flow to your brain and helps you concentrate. **So, if you want to improve your focus, taking a short walk outside is a simple and effective strategy.**”

Unit 4



Summarize the Idea

"When you are dehydrated, your body works harder, leading to fatigue. A study found that even mild dehydration caused young adults to feel tired and less focused."



Which option provides the best summary?



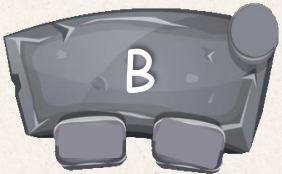
- A) "So, water is important for health."
- B) "So, drink water throughout the day to stay energized and focused."
- C) "So, a study was conducted on young adults."

Unit 4



Summarize the Idea

"Students who write down deadlines and plan their week feel more in control of their workload. Research shows that using a planner can improve grades."



Which option provides the best summary?



A) "So, planners come in many styles."

B) "So, using a planner helps reduce stress and improve grades."

C) "So, research on students is important."

Unit 4



Summarize the Idea

"Eating a balanced breakfast provides your brain with glucose, its main fuel source. Protein-rich foods like eggs give steady energy, while sugary cereals cause a mid-morning crash."



Which option provides the best summary?



- A) "So, eggs are a good breakfast choice."
- B) "So, choose balanced foods like eggs over sugary cereals to maintain your energy."
- C) "So, glucose is the brain's main fuel source."



The Objectives of a Speech Conclusion

How can you **finish** your **speech** in a _____ manner?

Clear 清晰

The audience knows the speech is ending through obvious signposting

Concise 简洁

The conclusion is brief and does not introduce new information

Memorable 难忘

The final words leave a lasting impression on the audience

Good conclusion!



Speech Conclusion:

1. Signal the **END**

Use clear language to let the audience know you are concluding.

Examples:

- *In conclusion,...*
- *To conclude,...*
- *Finally,...*
- *Let me end by saying...*

The End



Speech Conclusion:

2. Summarize main points



Briefly restate your key ideas. Do not introduce new information.

Example:

Today we have seen that short walks improve focus, reduce stress, and boost creativity.

Signal + Summary Combined:

In conclusion, short walks improve focus, reduce stress, and boost creativity.





Speech Conclusion:

3. End with a Strong Closing

Leave the audience with something memorable. Common approaches:

Approach	Example
<i>Call to Action</i>	So next time you feel stuck, take a ten-minute walk.
<i>Memorable Statement</i>	Sometimes the best way to move forward is to take a step outside.
<i>Look to the Future</i>	With this simple habit, you can study smarter and feel better every day.



Listen to this speech and get familiar with the information on the side about the speech thesis and the outline of main ideas.

TED

Listen to the conclusion again (min 3:20) and notice how she...

- a. Signals the end
- b. Summarizes the main point
- c. Closes in a memorable way

Thesis: anyone can tell great stories in under 60 seconds using a simple four-step framework, and this skill improves everyday conversations beyond just social media success.

Body Outline

Step 1: Hook	Start with a shocking question to grab attention. <i>(Example: asking if fast food is really as fast as advertised)</i>
Step 2: Build Progression	Take the audience on a fast-moving journey <i>(Example: showing each ingredient added to the burger)</i>
Step 3: Add Conflict	Introduce obstacles or tension to make the audience more interested. <i>(Example: using her mother as a B plot to create conflict)</i>
Step 4: Deliver Answer	Provide the resolution with uncertainty and tension to create a satisfying ending. <i>(Example: revealing she cooked faster than the drive-through)</i>



Try to remember the missing phrases she used in her conclusion:



Signal the end



Summarize



Strong closing



Conclusion Structure

And that's it. (A) We cooked faster than the drive-through. Does it matter that my burger was basically raw? Absolutely not.

Because *the viewers wanted an answer* (B), so I gave it to them quickly and concisely, in an engaging way, which led our video to getting over 45 million views.

You might be impressed to know that instead of telling this talk in five minutes, I actually did it in four, so you now have an extra minute to practice your 60-second story. Because *if it takes longer to tell your story than it does to make a burger* (C), then you're probably overcooking both.



Practice : Planning your own conclusion

Use this template to plan your own speech conclusion:

Part	Example Language
1. Signal the End	<i>In conclusion..., To conclude..., Finally...</i> _____ _____
2. Summarize Main Points	<i>As we have seen..., Today we discussed...</i> <i>Idea A:</i> _____ _____ <i>Idea B:</i> _____ _____ <i>Idea C:</i> _____ _____
3. Strong Closing (call to action, memorable statement, or look to the future)	<i>So remember to..., Let us..., The choice is ours...</i> _____ _____