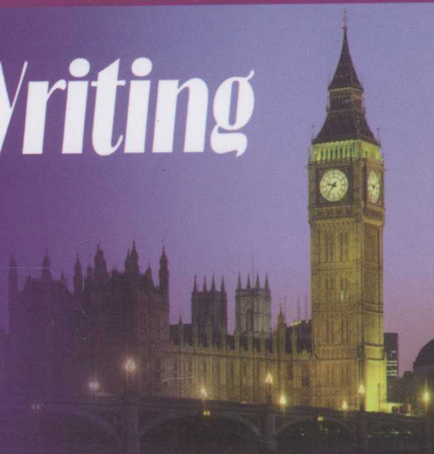


Global Talent

Speaking and Writing as a Scientist

英语学术演讲与写作



主 编 王景惠 刘丽达
副主编 李晓文 齐秀坤 孟 劼
主 审 Ken Spencer



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内 容 提 要

本书通过真实语料和实践环节培养研究生的学术演讲与写作能力,逐渐实现从知识到能力培养的转变,旨在引导学生充分运用自身的英语学术演讲与写作能力,将科研成果在国际舞台展示,使学生真正成为国际化的科技人才。

本书共包括七个章节:学术演讲、英语摘要、科研论文、英语概要、英语短文、英语范文、应用文体写作。本书可作为研究生教材,同时适用于欲提高英语演讲与写作能力的人员使用。

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前 言

21 世纪是知识创新和技术创新的时代。世界知名大学如牛津、剑桥、哈佛、耶鲁、麻省理工等重视国际学术交流,均为研究生开设了学术英语课。目前国内重点大学面临的共同挑战是:如何培养研究生的英语演讲和写作能力,引导其积极参与国际学术交流,以便有效地展示中国科技工作者知识创新和技术创新的实力和水平。

鉴于目前我国高校培养研究生的英语演讲和写作能力教材欠缺的情况,我们长期工作在研究生英语教学第一线的教师,依据教育部颁布的研究生英语教学大纲,学习借鉴世界一流大学的英语教学经验,针对理工科研究生的学业需要、科研需要和国际交流需要,编写了《英语学术演讲与写作》(*Speaking and Writing as a Scientist*)教材,旨在培养理工科研究生的跨文化学术交流能力,引导其在国际学术舞台上展示中国科技工作者知识创新和技术创新的成果,从而“使我国全面融入全球科技革命的浪潮之中,在某些领域与发达国家共同引领全球科技革命”。

本教材特色如下:

1. 全新导向

本教材以国际视野为导向,引导研究生结合科学前沿,进行英语演讲和写作,针对性强、实用价值高。

2. “讲”“写”兼顾

本教材注重以“讲”促“写”,以“写”带“讲”。通过“演讲”,引导研究生学会应用口语体将科技的前沿信息简洁准确地表达出来。在此基础上,再学会运用书面语将自己的学术观点恰当得体地传递出去。本教材既重视“演讲”和“写作”的互动,又注重“演讲”和“写作”的语体转换,务实求真,力求全面培养研究生的跨文化学术交流能力。

3. 以“用”为本

本教材选用真实的语料,重视实践教学环节,以高质量的英语输入,启发研究生的英语演讲和写作灵感,循序渐进地实现从外语知识建构向外语能力培养的转变。通过真实的学术语篇,研究生一方面可以欣赏英语语言之美,另一方面可以领悟英语语言之力,博观约取,逐步地学会说得地道、写得规范。

4. 题型多样

本教材以科学家英语为主线,针对中国学生的实际需要,设计了多样题型,既有模拟国际会议发言,又有英语科技论文写作实践,引导学生在演讲中锤炼

英语辞语;在英语写作实践中悟出英语写作技法,学以致用。

5. 培养学术语篇能力

本教材重视研究生的学术语篇能力培养,从点、线、面三个维度,引导研究生建构英语学术语篇,学会在语篇水平上进行英语演讲和科技写作,从而有效参与高水平的国际科学技术交流。

本教材是哈尔滨工业大学“985 工程”国家级教学研究与教学改革资助的项目。教材编写过程中得到了哈工大研究生院和外国语学院的大力支持。承蒙外籍教师 Ken Spencer 博士、Brian Richards 教授审校部分书稿,在此一并表示衷心感谢。

本教材的使用对象为理工科大学的博士生和硕士生,从事国际学术交流的科技工作者。可选作研究生英语和大学英语的提高教材。

由于编者水平有限,不足和疏漏之处,敬请读者不吝赐教。

编 者

2012 年 3 月 21 日

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UNIT 1

Oral Presentation

英语学术演讲

在国际学术交流中,英语演讲备受青睐。高水平的英语学术演讲,一方面能够有效地传递最新的科技信息,另一方面能够直接地向世界展示中国科技工作者的最佳形象。对渴望同世界学术大师对话的研究生来说,学会英语学术演讲至关重要。

英语学术演讲大致可分为三类:愉悦听众型(to entertain)、劝说听众型(to persuade)、传递信息型(to inform)。做好英语学术演讲,需要注意以下几个环节:确定报告的目的、分析听众的需求、筛选相关的材料、列出演讲提纲、准备辅助性视觉材料、进行必要的演练。

在英语学术演讲时,要信心十足地面对听众,自然大方地演讲。吐字要清晰,适当地调整语速,以突出重要信息点。巧妙地运用辅助手段,以求视觉/听觉美感。以明快、简洁、准确的英语与听众交流。以真诚的话语打动听众,以理性的力量征服听众,自始至终保持演讲的亲合力。

通过本章的学习,相信同学们会更加全面地了解英语学术演讲的形式和特点。通过对比借鉴和亲身体验,逐步掌握英语学术演讲的技巧,力争在国际学术讲坛上全方位地展示中国科技工作者的知识创新和技术创新成果,为国争光。



Unit Objectives

- 1) Recognizing the value of English presentation
- 2) Introducing the four-step outline
- 3) Illustrating the appropriate openings and closings for different speaking situations
- 4) Explaining the vocal aspects of speaking clearly
- 5) Sharing how to handle questions effectively
- 6) Learning how to deliver and evaluate an oral presentation

Presentations are an important communication medium in businesses, associations, and educational settings. They provide an opportunity to share a great deal of information in a very short time. Individuals from every walk of life find they are being called upon to share information with others in a group. And, yet, few have been empowered with an inborn ability to be an effective speaker. Now from this unit you will learn how to become an effective speaker.

1.1 Speaker's image

Presentations have one or more objectives: to inform, teach, motivate, or persuade. In fact, almost anything you wish to communicate in the form of a presentation will have some element of persuasion in it. If you want your audience to accept you and the ideas you share, you need to be prepared—both personally and professionally—so the image you create will get the result you want. Your appearance, attitude, and mannerisms are all important to form a good first impression.

1.1.1 Appearance

An audience will immediately begin to form an impression of you the moment you enter the room. While many aspects of physical makeup cannot be changed, the style of clothes you wear will contribute to your image.

Think of the formalness of the presentation situation when you select the clothes you wear. Think about how your audience might dress. If in doubt about your clothes, be conservative.

Your grooming and physical hygiene reflect how you feel about yourself. Be sure you reflect a caring “together” image.

1.1.2 Confidence

Confidence shows an audience that you believe in yourself and whatever it is you are presenting to them. You must have confidence and good self-esteem to gain the confidence of the audience.

Mannerisms should show you are decisive and in control. The audience should see your assurance. If you are uncertain of yourself, nervous mannerism will give away your lack of self confidence.

Your enthusiasm and positive attitude will be contagious. If you lack enthusiasm, you cannot expect your audience to readily accept your ideas and be enthusiastic. The image you project will suffer.

1.1.3 Visuals

The visuals or audio-visual media you use in your presentations will also contribute to your image. They will help the audience to form an opinion of your personal characteristics and credibility. By using visuals, you may find that your nervous mannerisms may disappear because the audience's attention will be diverted periodically as you speak. However, you do have the responsibility to learn and follow good audio-visual techniques in using them.

When you use well-prepared visuals, your confidence level improves. Instead of nervously holding notes or cards, your visual can provide an outline for you as well as for your audience. The time you spend organizing your thoughts and developing your visuals increases your preparedness.

Actually, if you accidentally lost your visuals on the way to the presentation, chances are you would still give a better presentation because of the organization and planning required to develop the visuals. This extra work undoubtedly gives you more familiarity with and confidence about the subject on which you are presenting.

Viewed thus, the image makes a difference in a variety of ways.

1.2 Strategy planning

1.2.1 Audience analysis

Before your presentation, you should take the following questions into consideration:

- Why will people attend your presentation? Is it because their attendance is



required, or is it because they are really interested in the topic?

- How much previous knowledge on the topic of your presentation do they have? Talking over their heads can be as frustrating to people as talking down to them. You need to be aware of terminology and acronyms the audience may already be familiar with and those they may not have heard before.
- Finally, you need to have an estimate of how many people will attend. This will help you in selecting the proper type of presentation media and is particularly important if you are going to provide handouts.

1.2.2 Schedule setting

1) Before the presentation

Any presentation requires preparation time. Your personal time schedule dictates what you can do. How much time can you devote to preparation? How much time is allowed for your preparation?

2) During the presentation

Being sensitive of the allotted time for your presentation is imperative throughout your delivery because you may need to adjust. Finishing right on schedule requires planning and skill.

Speakers may feel they cannot finish their presentation because they have so many important points to share. Perhaps the real reason is that they plan to accomplish too much in too little time. A speech planned for 50 minutes and delivered in 25 by simply talking fast is usually not effective. Depth of coverage of any topic should be approached differently considering the available time.

Actually, planning too much rather than too little may be a technique that gives confidence to a speaker. With a bit of covering maneuvering, last minute choices of exactly what to include can be tailored to fit the needs of the audience.

For many presentations, you may want to allow a question-and-answer at the end. Determine the time for this activity during your planning. When audience interaction is to take place throughout the presentation, adhering to the time schedule becomes even more difficult. However, it is still essential unless no definite ending time has been established.

Some speakers like to place a watch or small clock on the podium or behind an overhead projector so they can be aware of the time. Others prefer to ask for discrete 5- or 10-minute warning signals from someone in the audience. Regardless of the

techniques used, remember that finishing on the schedule time—not too early and not too late—takes careful planning and practice. It is essential for an effective presentation.

1.2.3 Objectives establishing

Every presenter should determine the goals or objectives for a presentation. The success of a presentation is measured by whether these established objectives are met.

Goals or objectives can also be thought of as purposes. Ask yourself. “What is my purpose?” It may be to inform, teach, motivate, or persuade the audience. Actually, a presentation may include more than one purpose.

1.2.4 Organization checking

The next step in planning your presentation strategy is to organize your material in a logical sequence. Your information should flow in a meaningful way similar to a written report. Making an outline is a good way to develop your organization.

There are four time-tested, easy-to-use techniques for organizing a presentation. Two of these organizational techniques are inductive and deductive. A third organizational technique is the four-step outline. It can be used with inductive and deductive techniques. The fourth technique is numerical transition—a simple way to organize topics for both speaker and listener.

1) Inductive organization

In inductive organization, ideas, arguments, and evidence are presented in a sequence moving from specific to general. The speaker presents specific, related points leading to a general conclusion. Visually, it looks like this:

- (x) Point 1.
- (x) Point 2.
- (x) Point 3.
- (X) Conclusion.

Use as many related, specific points as necessary to reach your general conclusion.

Here is a presentation outline organized inductively:

- (x) Good muscle tone gives a good appearance.
- (x) A strong heart is achievable through fitness.
- (x) Regular exercise builds fitness.



(X) Enroll in an aerobics class this week.

Note how the outline moves from specific points to a general conclusion.

Inductive organization is best used in presentations that are:

- Intended to persuade.
- Technical in nature.
- Delivered to unfamiliar listeners.

2) Deductive organization

In deductive organization, the general conclusion is presented first then supported with specific points, examples, and elaboration. Visually, it looks like this:

- (x) General conclusion.
- (x) Point 1.
- (x) Point 2.
- (x) Point 3.

Use as many specific points as necessary to support the initial general conclusion.

Here is a presentation outline organized deductively:

- (X) Air travel is not pleasant.
- (x) Most seats are small and crowded together.
- (x) Flying is frequently bumping and uncomfortable.
- (x) Baggage is easily lost during transfers.

Note how the outline moves from the general to the specific. Deductive organizing is best used in presentations that are:

- Given within a short time frame.
- Emotional in nature.

3) The four-step outline

The four-step outline is a simple and effective outline form.

Step 1 Tell your listeners what you are going to tell them. Include in this first step information such as the topics you'll cover, topics you won't cover. Time limits, use of visuals, and the listeners' roles in questioning or other participation.

Step 2 Tell why they should listen. What's in it for them? What are the benefits for listening? Will listening improve understanding, make work easier, or relieve stress? Personalize this second step.

Step 3 Tell your message. This third step is the body of the presentation. Include facts, arguments, evidence, and details. This is where you build your case

and present your ideas.

Step 4 Tell what you told them. This fourth step is a two-part reviewing step. At the beginning of this step, recall the most important points you made. Review just the most important points. Conclude your presentation with an action statement. Suggest a course of action based on the conclusion of your speech.

Hints

No matter what type of speech or presentation you deliver, be sure to follow the KISS method: Keep It Short and Simple. You and your listeners will be glad you did.

4) Numerical transition

Numerical transition is numbering the topics in the presentation. Numerical transition can be incorporated with the four-step outline.

Numerical transition is initiated in step one of the four-step outline when the speaker names and numbers the topics to be covered: “Today I’ll cover these topics: first, personnel; second, scheduling; and third, budgeting.”

Then, in step three of the four-step outline, the speaker elaborates on each topic specifically, identifying each one by number as the presentation proceeds: “And now for my second topic, the important issue of scheduling.”

After planning the body, you need to develop an introduction and a conclusion. The introduction should be designed to set the stage and tone and gain the attention of the audience. The body provides the “meat” of your message. A conclusion may recap or summarize your main ideas. Your ending words should be chosen to make a lasting impression on the audience. Therefore, plan a strong ending.

1.2.5 Media selection

The choices of presentation media are categorized as models, handouts, posters and flip charts, electronic copy boards, overhead transparencies, 35 mm slides, and computer-based shows. Frequently, the choices should not simply be which one to select but which ones to select. Combining media types makes a presentation both more forceful and more interesting.

Selecting and making presentation media is only part of the task. When and how to use the media appropriately also requires careful thought and study. The focus of the presentation should be on the presenter—not the media. Media is a support or an aid to a presentation. Without the right use, the intended impact of a presentation can fall short of its mark.



1.2.6 Message developing

A graphic director for Time magazine states, “The information put into pages of the magazine is not the most important factor—what really counts is what remains in the minds of the readers.” Thus, to develop an effective presentation, you must carefully plan and develop the presentation message. Your goal as a presenter is to deliver a message that accomplish its purpose—to inform, teach, motivate, or persuade—not to impress the audience with how great you are as a speaker and how much you know.

A content outline is a logical first step in formulating the message for a presentation. Once you are satisfied with the topics and their sequence, a storyboard is a good vehicle to use to develop visuals.

A storyboard is a visual outline of a presentation that helps the presenter to develop visual images to correlate with the verbal message. In developing a storyboard, a good method is to use a sheet of paper or a note card for each main point or fact from the content outline. Ideas, thoughts, and images can be sketched onto each page/note card. Do not worry if these pages are messy and cluttered at this point.

1.3 Opening and closing remarks

1.3.1 Opening

The opening of any speech is highly important. Should it be direct, erudite, humorous, clever, or rhetorical? Any of these openings could be appropriate and effective. Choose an opening that fits your style, the event, the topic, and the listeners’ style. Do you remember the time you heard a speaker open with a joke that bombed, or told a funny story that wasn’t funny? **Appropriateness is a key to effectiveness.**

Here are five proven successful openings:

- Refer to the previous speaker. Refer to the speaker’s style, wit, or reputation. Refer to the previous speaker’s topic.
- Ask a question. Perhaps you should ask two or three questions. If you want responses, tell your listeners this. If you open with rhetorical questions, say so, and answer them during your presentation.
- Using a shocking statement. It should catch listeners’ attention. It should

not be offensive.

- Refer to the situation, the setting, or the location.
- Use humor and anecdotes. Always use self-deprecating humor. Never poke fun at other people's expense. Use anecdotes that are short and clever, cute, humorous, or relevant to your topic.

1.3.2 Opening remarks

- **Greeting, name, position**

Good morning. My name is . . . I'm the new Project manager.

Mr. Chairman, ladies and gentlemen, it is my honor to have the opportunity to stand here and give my presentation.

Good morning. Let me start by saying just a few words about my own background. I started out in . . .

Welcome to Standard Electronics. I know I have met some of you, but just for the benefit of those I haven't, my name is . . .

- **Title/subject**

I shall be offering a brief analysis of. . .

I am very glad to show my research on. . .

I'd like to talk to you today about. . .

The subject of my presentation is. . .

- **Purpose/objective**

The purpose of this presentation is to update you on. . .

This presentation is designed to put you in the picture about. . .

My presentation will help solve a problem that has puzzled people for years.

Over the next ten minutes you are going to hear about something that will change the way your companies operate.

The purpose of this plenary session is to make a general review of our activities during this past year, and to propose new plans for activities during the coming year.

- **Length**

I will only take. . . minutes of your time.

I plan to be brief.

This should only last. . . minutes.

My presentation will be finished within. . . minutes.



- **Outline/main parts**

I've divided my presentation into four parts/sections. They are...

We can break this area down into the following fields:

Firstly/first of all...

Secondly/second of all...

Thirdly/and then we come to...

Finally/lastly/last of all...

I'll lay my stress on the following three aspects. The first aspect is...

I want to start with this particular topic, and then draw some more general conclusions from it.

- **Questions**

I'd be glad to answer your questions at the end of my presentation.

If you have any questions, I will be pleased to answer them at the end of the presentation.

Your questions and comments are highly appreciated.

There will be time at the end of the presentation to answer your questions.

So please feel free to ask me anything then.

1.3.3 Closing

The final part of a presentation should include:

- A clear signal that you are about to end
- A brief, clear summary of what you have said
- A conclusion or recommendation
- An invitation for questions, to make comments, or to start a discussion

1.3.4 Closing remarks

- **Signaling the end**

Well, I think this might be a good place for me to wind up my talk.

That brings me to the end of my presentation.

As time is limited, I can just give you the outline of what I have been studying.

That covers all I wanted to say today.

That's all there is to say at present.

- **Summarizing**

The opinions presented so far may be summarized as follows...