

PUBLIC SPEAKING:  
A TRAINING COURSE

# 公共演说实训教程

Public Speaking: A Training Course

郑佩芸 主编

复旦大学出版社

PUBLIC SPEAKING:  
A TRAINING COURSE

# 公共演说实训教程

Public Speaking: A Training Course

郑佩芸 主编



复旦大学出版社

**图书在版编目(CIP)数据**

公共演说实训教程/郑佩芸主编. —上海: 复旦大学出版社, 2017. 5  
ISBN 978-7-309-12919-9

I. 公… II. 郑… III. 英语-演讲-高等学校-教材 IV. H311.9

中国版本图书馆 CIP 数据核字(2017)第 068127 号

**公共演说实训教程**

郑佩芸 主编

责任编辑/陈彦婕

复旦大学出版社有限公司出版发行

上海市国权路 579 号 邮编: 200433

网址: fupnet@fudanpress.com <http://www.fudanpress.com>

门市零售: 86-21-65642857 团体订购: 86-21-65118853

外埠邮购: 86-21-65109143 出版部电话: 86-21-65642845

大丰市科星印刷有限责任公司

开本 850 × 1168 1/16 印张 13.25 字数 280 千

2017 年 5 月第 1 版第 1 次印刷

ISBN 978-7-309-12919-9/H · 2702

定价: 36.00 元

---

如有印装质量问题, 请向复旦大学出版社有限公司出版部调换。

版权所有 侵权必究

## 编写组成员

主 编 郑佩芸

副主编 王红丽 樊小琴 李 霜

主 审 Mc Adams Troy Daniel

## 前言

公共演讲课程的主要任务是通过课堂教学和课外实践激发学生对英语演讲的学习兴趣,帮助学生进一步提高英语口语的表达能力和跨文化交流技巧,为其今后走上工作岗位奠定基础,甚至还可以让学生从容自信地走上国际舞台,在意义重大的国际会议上、唇枪舌剑的谈判桌上、跨文化交流的讲台上妙语连珠,一展风采。同时,该课程还可以提升学生的思辨能力,培养其团队意识和创新精神。

开设公共演讲课程在西方高校中早已成为惯例,该课程如今已成为美国大学里最普遍的交际基础课。但是在中国,英语演讲还是一门新兴课程,并没有像英语语言学和文学等课程一样形成系统,其重要性也有待广泛认可。虽然一些高校已经开设公共演讲课程,但专用的教材却很少。

《公共演说实训教程》是由上海第二工业大学文理学院外国语学院的教师针对以上问题精心编写的一本英语演讲教材。本书是一本适合中、高级英语学习者的英语拓展教材,既可供大学本、专科学生作为英语技能训练的辅助教材,又适合对英语演讲感兴趣或希望拓展国际视野的社会各阶层自学者。本教材是在参阅了大量国内外有关公共演讲的文献资料,并经过了多年公共演讲实践教学检验后编撰而成的。

本书的编写特点如下:

1. 编者参考了大量国内外相关著作及演讲的影音资料,并精心选取了最新演讲材料,这些演讲集时代感、实用性、趣味性于一体,涵盖了文化、经济、教育、健康、科技、环境及社会问题等诸多方面的内容。

2. 本书共有10个单元,每一个单元以一个独特的演讲主题为主线,开展演讲技能的训练,既有实用的演讲策略训练,又有丰富的立体化教学内容输入。

3. 每单元的内容在编排和组织上都经过精心安排,便于学习者更好地使用本书。每单元分为五个部分,第一部分 **Insights** 为学生介绍公共演讲中的一些理论知识;第二部分 **Critical Learning** 包含一篇演讲稿阅读和一个视频演讲,旨在全面提高学生的演讲综合能力,培养学生的批判性思维;第三部分 **Presentation Practice** 专门为课程活动而设计,重点突出学生公共演讲的实践能力;第四部分 **Quotations** 为学生列举了与本单元内容相关的语言应用技巧方面的名人名言;最后一部分 **Projects** 为课后作业,这一部分主要是为巩固课堂教学内容,并培养学生的团队意识和创新能力。

在本书的编写过程中我们引用了樊小琴老师对公共演讲多年研究的一些理论知识,在此表示衷心的感谢。同时还要感谢专家 **Mc Adams Troy Daniel** 为全书所做的审校工作。

由于编者的学识所限,时间有限,本教材难免出现谬误之处,恳请使用者批评指正。我们诚挚地希望在本教材的使用过程中得到专家学者、一线教师以及学生的修订建议和意见。

《公共演说实训教程》编写组



# Contents

<b>Unit 1</b>	<b>Happiness .....</b>	<b>1</b>
<b>Unit 2</b>	<b>Communication .....</b>	<b>14</b>
<b>Unit 3</b>	<b>Education .....</b>	<b>31</b>
<b>Unit 4</b>	<b>Environment .....</b>	<b>44</b>
<b>Unit 5</b>	<b>Technology .....</b>	<b>66</b>
<b>Unit 6</b>	<b>Culture .....</b>	<b>85</b>
<b>Unit 7</b>	<b>Science .....</b>	<b>101</b>
<b>Unit 8</b>	<b>Business .....</b>	<b>117</b>
<b>Unit 9</b>	<b>Philosophy .....</b>	<b>130</b>
<b>Unit 10</b>	<b>Gender Issues .....</b>	<b>153</b>
<b>Appendix</b>	<b>.....</b>	<b>168</b>

# Unit 1 Happiness

## Part One Insights

### Speaking and Listening I

(Stephen E. Lucas)

#### 1. Speaking in public

Public speaking has been a vital means of personal empowerment and civic engagement throughout history. The need for effective public speaking will almost certainly touch you sometime in your life. Your speech class will give you training in researching topics, organizing your ideas, and presenting yourself skillfully. This training is invaluable for every type of communication.

There are many similarities between public speaking and daily conversation, but public speaking is also different from conversation. First, it usually imposes strict time limitations and requires more detailed preparation than does ordinary conversation. Second, it requires more formal language. Listeners react negatively to speeches loaded with slang, jargon and bad grammar. Third, public speaking demands a different method of delivery. Effective speakers adjust their voices to the larger audience and work at avoiding distracting physical mannerisms and verbal habits.

One of the major concerns of students in any speech class is stage fright. Your class will give you an opportunity to gain confidence and make your nervousness work for you rather





than against you. You will take a big step toward overcoming stage fright if you think positively, prepare thoroughly, visualize yourself giving a successful speech, keep in mind that most nervousness is not visible to the audience, and think of your speech as communication rather than a performance in which you must do everything perfectly.

A course in public speaking can also help develop your skills as a critical thinker. Critical thinking helps you organize your ideas, spot weaknesses in other people's reasoning, and avoid them in your own.

The speech communication process includes seven elements—speaker, message, channel, listener, feedback, interference and situation. The speaker is the person who initiates a speech transaction. Whatever the speaker communicates is the message, which is sent by means of a particular channel. The listener receives the communicated message and provides feedback to the speaker. Interference is anything that impedes the communication of a message, and the situation is the time and place in which speech communication occurs. The interaction of these seven elements determines the outcome in any instance of speech communication.

Because of the diversity of modern life, many — perhaps most — of the audiences you address will include people of different cultural backgrounds. When you work on your own speeches, be alert to how such factors might affect the responses of your listeners and adapt your message accordingly. Above all, avoid the ethnocentric belief that your own culture or group is superior to all others. Also keep in mind the importance of avoiding ethnocentric when listening to speeches. Accord every speaker the same courtesy and attentiveness you would want from your listeners.

## 2. Ethics and public speaking

Because public speaking is a form of power, it carries with its heavy ethical responsibilities. Today, as for the past 2,000 years, the good person speaking well remains the ideal of commendable speechmaking.

There are five basic guidelines for ethical public speaking. The first is to make sure your goals are ethically sound — that they are consistent with the welfare of society and your audience. The second is to be fully prepared for each speech. The third is to be honest in what you say. The fourth is to avoid name-calling and other forms of abusive language. The final guideline is to put ethical principle into practice at all times.

Of all the ethical lapses a speaker can commit, few are more serious than plagiarism. Global plagiarism is lifting a speech entirely from a single source. Patchwork plagiarism

involves stitching a speech together by copying from a few sources. Incremental plagiarism occurs when a speaker fails to give credit for specific quotations and paraphrases that are borrowed from other people.

In addition to your ethical responsibilities as a speaker, you have ethical obligations as a listener. The first is to listen courteously and attentively. The second is to avoid prejudging the speaker. The third is to support the free and open expression of ideas. In all these ways, your speech class will offer a good testing ground for questions of ethical responsibility.

## Part Two Critical Learning

### 1. Reading

#### 7 Secrets of Highly Happy People

(<http://www.en8848.com.cn/Article/Psychology/Happiness/69492.html>)

Happiness is not something easily measured. After all, it is truly in the eyes of the beholder, and depends so much on our perspective of life. Happiness is not a one-size-fits-all concept!

That being said, there are some common elements of highly happy people. Happy people who have unlocked the secrets of happiness have the seven characteristics below. How many do you have? Take the short quiz at the end to find out!





Secret 1: Highly happy people stop looking on the outside for what they need to find within.

They understand material things, and even people, could never be the key to their happiness. While they realize the importance of loving and supportive relationships, they never expect to find themselves in someone else, and never lose themselves trying to find someone else. In fact, highly happy people realize that over-dependence on others is actually the fast track to unhappiness and even relationship problems. They know that depending on others for happiness can be the source of unimaginable conflict, bitterness, blame and perpetual disappointment.

Highly happy people also are not fooled that “things” — such as fancy cars, expensive clothes and posh vacations — are the places where true happiness is found. They know all too well that when you base your happiness on mostly outside things, you can still feel empty within.

Secret 2: Highly happy people really, really like themselves.

Happy people have a foundation of self-love. Those who listen to negative messages in their head that they are not “smart enough,” “attractive enough,” “lovable enough” and just plain not “good enough” end up spending their lives wanting to be someone else. Rather than be the best they can be, unhappy people spend futile time comparing themselves to others.

On the other hand, happy people would agree that it is wiser to compare themselves only to themselves and measure their progress over where they were yesterday. Yet, they are not unrealistic and expect their self-love to improve in a straight line.

Happy people know that comparing self-worth to others is risky business — there will always be someone wealthier, prettier and more popular, with smarter kids, better jobs and nicer cars. They realize that if you measure yourself against someone else’s yardstick, you will always come up short. Therefore, instead of trying to be like someone they admire, they learn from them.

People who are happy with themselves don’t need power over others to feel good about themselves. They also live by the motto that, “No one has power over you unless you give it to them!”

Secret 3: Highly happy people fully realize that there are some things they will never get over.

People who are highly happy don’t expect life to always go smoothly, and realize that life’s happiness does not go on without interruptions; that in fact, a full life has times of great sadness. They are the last people to tell others to, “Get over it,” and are also patient with themselves in navigating through challenging times. They realize that there are some

things so terrible in life that the best we can do is get through. They regard life-altering events — such as death of a loved one, a huge failure or career setback, relationship break-ups, health challenges and life altering disabilities — as some of the issues that sever life into “before” and “after”. Rather than rail against life’s injustice, highly happy people learn that there still can be beauty and happiness after loss. They refuse to let major setbacks define the rest of their lives, and they find beauty on the other side of even a major trauma and loss. In essence, they deepen rather than weaken.

Secret 4: Highly happy people know the difference between “denial” and “optimism”.

Highly happy people are not ones to live in denial when things bother them, but rather they are open and honest to themselves and others, and do not hide from themselves or their feelings. They have confidence in themselves that they can make a positive spin on almost anything that happens, without pretending to feel something they don’t. Rather than shrugging their feelings off, or pretending that they don’t care, they address their feelings and thoughts head on. Instead of blocking difficult thoughts and feelings with a “don’t worry about it” mentality, they have faith in themselves to work through difficult feelings and find a lesson or silver lining. They don’t have “all or nothing” thinking where they either gloss over their feelings or judge or berate themselves for feeling down. They focus more on how they get up after falling rather than how they fell down. They tend to ask themselves, “What did I learn?” rather than, “What was I thinking?”



Secret 5: Highly happy people realize the importance of being open to others rather than shutting down.

Humans are social creatures, and happy people tend to have strong bonds of friendship and closeness with family and friends. They seek support in good times and bad. Their



network increases with passing years, valuing seasoned relationships while opening themselves up to new ones. They value relationships and do not take them for granted. They find they feel best when helping and giving to others, and allow others to help them, too.

The one thing that highly happy people do not do is to spend much energy trying to protect themselves from being hurt. Rather, they have enough confidence in themselves that looking to others for warmth, comfort and support has more potential to make them stronger, not weaker. They trust others, but realize the foundation for trusting others is trusting themselves. Using the analogy of being a passenger on a rowboat in the middle of a lake, you will be more likely to trust the person rowing if you can swim.

Secret 6: Highly happy people are not bitter, but get better by forgiving.

Realizing the difference between condoning behavior and forgiving it, they don't hold grudges because bitterness only hurts them — not the other person. They have long accepted the notion that people can only be as healthy as they are inside, and cannot give you what they don't have to give. It's like expecting a door to be a chair, and expecting to get eggs at a hair salon. It just won't happen.

They observe too many wasted years that people spend wishing, expecting, condemning and being angry because their loved ones, co-workers, friends and society can't give them what they want or deserve. Rather than getting caught in the way others and even life itself "should" be, they adjust their expectations, and let go of the rest. Sometimes that entails setting much better limits with toxic people in their lives, and in the case of abuse, to discontinue a relationship altogether.

Highly happy people extend the courtesy of forgiveness also to themselves, and forgive themselves for not knowing then what they do now.

Secret 7: Highly happy people live life looking and moving forward, not backwards.

Highly happy people learn from the past, they don't live in it. They don't get stuck in "woulda, coulda, shoulda" thinking. They forgive themselves for not having the foresight to have what is now so obvious in hindsight. Instead of focusing on wondering, "Why," they focus on, "What's next?" They also do not live wishing for the "good old days". They are too busy making memories now to live in the old ones, no matter how good they were. Old snapshots have a place in life, but they don't want to be stuck there. Powered by yesterday, with an eye on the future, today becomes the place to live.

Imagine yourself driving a car. You would not get very far driving through the rear view mirror!

So how about you?

Are you a highly happy person? Below is a quick quiz to see where you are on the continuum from highly miserable to highly happy. The higher the score, the more you are likely to be highly happy. Let us know how you do, and what you have to work on to increase your happiness quotient!

Quiz: Are you highly happy?

Rate each of the seven items on what best characterizes you. The higher you score, the happier you are! Use this quiz often as a way of measuring your degree of happiness (first time use may be difficult for students), comparing your score only to your previous scores. If you score on the lower side, be easy on yourself. The idea is to keep moving forward and increasing your “happiness quotient” (introduce here is better to reinforce concept)!

Not True At All

Very True



1                      2                      3                      4                      5

\_\_\_\_\_ 1. I don't look for my inner happiness in outside things.

\_\_\_\_\_ 2. I really love and value myself, and see this as a foundation for really loving others.

\_\_\_\_\_ 3. I regard challenges as opportunities to grow and deepen, and develop resiliency.

\_\_\_\_\_ 4. I stay positive and optimistic, and try to make the best out of even the most troubling situations.

\_\_\_\_\_ 5. I seek and give support to others, and widen my social network as I grow.

\_\_\_\_\_ 6. I am able to forgive and don't hold grudges, while setting limits on those who treat me poorly.

\_\_\_\_\_ 7. I live life mindfully now, learning from yesterday with an eye towards moving forward into tomorrow.



## Critical Thinking

1. How do we define happiness?
2. What are the most common criteria of happiness for people around the world?
3. What factors make people unhappy in your country?



## Words and Expressions

- |                                       |   |
|---------------------------------------|---|
| 1. beholder <i>n.</i> 旁观者; 观看者        | 2. one-size-fits-all <i>a.</i> 通用的; 一体适用的 |
| 3. posh <i>a.</i> 优雅豪华的               | 4. futile <i>a.</i> 无用的; 徒劳的              |
| 5. yardstick <i>n.</i> 码尺; 衡量标准       | 6. navigate <i>v.</i> 导航; 驾驶              |
| 7. trauma <i>n.</i> (心理上、精神上的) 创伤; 外伤 | 8. in essence 本质上, 实质上                    |
| 9. shrug off 摆脱; 对……不屑理睬              | 10. take ... for granted 认为……理所当然         |
| 11. condone <i>v.</i> 宽恕; 赦免          | 12. let go 放; 放手                          |
| 13. toxic <i>a.</i> (有) 毒的; 中毒的       |   |

## 2. Sample Speech

Watch the video of Amy Purdy's TED Talk: **Living beyond Limits.**



### Amy Purdy

*Pro snowboarder*

Amy Purdy became a professional snowboarder despite losing both her legs to meningitis. She encourages us to take control of our lives and our limits.



### Living Beyond Limits



艾米·珀迪:

超越极限的人生

If your life were a book and you were the author, how would you want your story to go? That's the question that changed my life forever. Growing up in the hot Last Vegas desert, all



I wanted was to be free. I would daydream about traveling the world, living in a place where it snowed, and I would picture all of the stories that I would go on to tell.

At the age of 19, the day after I graduated high school, I moved to a place where it snowed and I became a massage therapist. With this job all I needed were my hands and my massage table by my side and I could go anywhere. For the first time in my life, I felt free, independent and completely in control of my life. That is, until my life took a detour. I went home from work early one day with what I thought was the flu, and less than 24 hours later I was in the hospital on life support with less than a two percent chance of living. It wasn't until days later as I lay in a coma that the doctors diagnosed me with bacterial meningitis, a vaccine-preventable blood infection. Over the course of two and a half months I lost my spleen, my kidneys, the hearing in my left ear and both of my legs below the knee.

When my parents wheeled me out of the hospital I felt like I had been pieced back together like a patchwork doll. I thought the worst was over until weeks later when I saw my new legs for the first time. The calves were bulky blocks of metal with pipes bolted together for the ankles and a yellow rubber foot with a raised rubber line from the toe to the ankle to look like a vein. I didn't know what to expect, but I wasn't expecting that.

With my mom by my side and tears streaming down our faces, I strapped on these chunky legs and I stood up. They were so painful and so confining that all I could think was, how am I ever going to travel the world in these things? How was I ever going to live the life full of adventure and stories, as I always wanted? And how was I going to snowboard again?

That day, I went home, I crawled into bed and this is what my life looked like for the next few months; me passed out, escaping from reality, with my legs resting by my side. I was absolutely physically and emotionally broken.

But I knew that in order to move forward, I had to let go of the old Amy and learn to embrace the new Amy. And that is when it dawned on me that I didn't have to be five-foot-five anymore. I could be as tall as I wanted! (Laughter) (Applause) Or as short as I wanted, depending on who I was dating. (Laughter) And if I snowboarded again, my feet aren't going to get cold. (Laughter) And best of all, I thought, I can make my feet the size of all the shoes that are on the sales rack. (Laughter) And I did! So there were benefits here.

It was this moment that I asked myself that life-defining question: If my life were a book and I were the author, how would I want the story to go? And I began to daydream. I daydreamed like I did as a little girl and I imagined myself walking gracefully, helping other people through my journey and snowboarding again. And I didn't just see myself carving down a mountain of powder, I could actually feel it. I could feel the wind against my face and



the beat of my racing heart as if it were happening in that very moment. And that is when a new chapter in my life began.

Four months later I was back up on a snowboard, although things didn't go quite as expected: My knees and my ankles wouldn't bend and at one point I traumatized all the skiers on the chair lift when I fell and my legs, still attached to my snowboard — (Laughter) — went flying down the mountain, and I was on top of the mountain still. I was so shocked, I was just as shocked as everybody else, and I was so discouraged, but I knew that if I could find the right pair of feet that I would be able to do this again. And this is when I learned that our borders and our obstacles can only do two things: one, stop us in our tracks or two, force us to get creative.

I did a year of research, still couldn't figure out what kind of legs to use, couldn't find any resources that could help me. So I decided to make a pair myself. My leg maker and I put random parts together and we made a pair of feet that I could snowboard in. As you can see, rusted bolts, rubber, wood and neon pink duct tape. And yes, I can change my toenail polish. It was these legs and the best 21st birthday gift I could ever receive — a new kidney from my dad — that allowed me to follow my dreams again. I started snowboarding, then I went back to work, then I went back to school.

Then in 2005 I cofounded a nonprofit organization for youth and young adults with physical disabilities so they could get involved with action sports. From there, I had the opportunity to go to South Africa, where I helped to put shoes on thousands of children's feet so they could attend school.

And just this past February, I won two back-to-back World Cup gold medals — (Applause) — which made me the highest ranked adaptive female snowboarder in the world.

Eleven years ago, when I lost my legs, I had no idea what to expect. But if you ask me today, if I would ever want to change my situation, I would have to say no. Because my legs haven't disabled me, if anything they've enabled me. They've forced me to rely on my imagination and to believe in the possibilities, and that's why I believe that our imaginations can be used as tools for breaking through borders, because in our minds, we can do anything and we can be anything.

It's believing in those dreams and facing our fears head-on that allows us to live our lives beyond our limits. And although today is about innovation without borders, I have to say that in my life, innovation has only been possible because of my borders. I've learned that borders are where the actual ends, but also where the imagination and the story begins.

So the thought that I would like to challenge you with today is that maybe instead of