



# Unit 1

## Introduction Speeches



### Section 1

#### Preliminary Tasks

1. Find some reference material about introduction speeches from the recommended books and websites in Appendix III.
2. Watch the video clip from Yang Lan's speech in Beijing's bid for 2008 Olympic Games and imitate the following part of it.

There are a lot more wonderful and exciting events waiting for you in the new Beijing, a modern metropolis with 3,000 years of cultural treasures woven into the urban tapestry. Along with the iconic imagery of the Forbidden City, the Temple of Heaven and the Great Wall, the city also offers an endless mixture of theatres, museums, discos, all kinds of restaurants and shopping malls which will amaze you and delight you. But beyond all that, this is a city of millions of friendly people who love to meet people from around the world. They believe if the 2008 Olympics is held in Beijing, it will help to enhance the harmony between our culture and diverse cultures of the world. And guarantee their gratitude will pour out in open expressions of affection for you and the great Movement that you guide.

— Taken from Yang Lan's Speech in Beijing's Bid for the 2008 Olympic Games

## Section 2

### Special Occasion Speeches

#### Sample

#### 1) Self-introduction

Ladies and gentlemen,

Thank you for giving me an opportunity to speak on this special occasion. I am Philip Lee, the executive manager of the sales department of Delta Electric. In the three years since I have taken charge of the department, the sales of our products have grown astronomically and I am immensely proud of my department and staff. People sometimes ask me what is the secret of such tremendous growth, and I invariably answer: "Harmony in the department." I believe that such harmony has emerged as a result of mutual trust and respect between my staff and myself.

Well, it has really been a great honor to speak to you, and I hope this gathering will help maintain our harmony into the future. Thank you.

#### Sample

#### 2) Introduction of a Foreign Teacher

Ladies and gentlemen,

It's my special pleasure to welcome our new teacher, Mr. James, who has come here from America.

Mr. James is 24 years old, and has recently graduated from Northwestern University at Chicago where he majored in English Literature. He is also qualified in Teaching English as a Second Language.

One of the goals of our school, in addition to teaching English, is to promote understanding and cooperation between the young people of our two countries. By having dedicated people like Mr. James who are willing to leave their friends and the comfort of own country to come to a strange and unknown country, we feel we are very lucky and that our goals will be all the more easily realized.

Mr. James, the other faculty members and the rest of the staff of the school join with me

in extending to you our sincerest welcome. We are indeed happy to have you here, and we wish you all the best during the time you are with us. Thank you for joining us.

### Useful Expressions

- 1) It's been a pleasure to talk to you.
- 2) My name is Bob Young, and I am the sales manager for an automobile company.
- 3) I am Sally Wang and I am employed by an insurance company in Taiwan.
- 4) Hello, I'm very glad to meet you all. I am Angela Gilberto, and I'm from the USA.
- 5) It's a pleasure to meet you. I look forward to working with you all.
- 6) Hello, it's really great to get to know each other.
- 7) He has accomplished a great deal over the past twenty years.
- 8) He is not only an efficient professor, but also a loving husband and a caring father of three children.
- 9) It is my honor to introduce our new staff member, Ms. White.
- 10) Allow me to introduce our new colleague, Mr. Samuel Black.
- 11) May I introduce our new receptionist, Mrs. Brown?
- 12) Well, finally, it's my turn to speak.

### Practice

- 1) Discussion within groups:

What is an introduction speech? What does an introduction speech generally contain?

- 2) Speech making:

Suppose you have just arrived in London to study. Make a self-introduction to your teachers and classmates.

## Section 3

# Guide to Public Speaking

### Tips for Public Speaking

#### Studying the Topic and Narrowing the Topic

With a given topic, you should study it, clarify what kind of speech you are going to deliver and decide the general purpose of your speech. According to their general purposes, speeches usually fall into four categories: to inform, to persuade, to entertain and to stimulate. So setting an objective to discover what point you want to make is the first step in preparing your speech.

If you are assigned a general topic, such as "marriage", you need to decide exactly what you are going to say on the subject. In other words, what is your specific topic? The process through which you develop a specific topic is known as narrowing. A topic is narrowed to fit time requirements, as well as the requirements of your objective and audience. Sometimes a subject must go through several stages of limiting before it is narrow enough. A topic such as marriage is obviously too broad to cover in a 3-minute speech. What you need to do, then, is narrow your topic.

### Practice

1) Narrow the following topics from general topics to specific ones.

Example: Marriage

Responsibility in Marriage

Sports

Music

Holidays

Hobbies

Art

Environmental Protection

Television

University Life

2) Narrow the following topics from the broadest stage to a limited one.

Example: Education   Teachers   English Teacher   High School English Teacher

My Incompetent English Teacher in High School

Vacations \_\_\_\_\_

Childhood \_\_\_\_\_

University \_\_\_\_\_

3) Other topics for choice:

*Beauty in the College*

*The Smile Behind the Tear*



# Section 4

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## Reading and Assignments

1. Read the following two speeches.

**Text 1   Introducing Charles Kingsley**

*Mark Twain*

Ladies and Gentlemen, I am here to introduce Mr. Charles Kingsley, the lecturer of the evening, and I take occasion to observe that when I wrote the book called *Innocents Abroad* (applause) I thought it was a volume which would bring me at once into intimate relation with the clergy. But I could bring evidences to show that from that day to this, this is the first time that I have ever been called upon to perform this pleasure office of vouching for a clergyman (laughter) and give him a good unbiased start before an audience. (Laughter.) Now that my opportunity has come at last, I am appointed to introduce a clergyman who needs no introduction in America. (Applause.) And although I haven't been requested by the committee to indorse him, I volunteer that (laughter), because I think it is a graceful thing to do; and it is all the more graceful from being so unnecessary. But the most unnecessary thing I could do in introducing the Rev. Charles Kinsley would be to sound his praises to you, who have read his

books and know his high merits as well as I possibly can, so I waive all that and simply say that in welcoming him cordially to this land of ours, I believe that I utter a sentiment which would go nigh to surprising him or possibly to deafening him, if I could concentrate in my voice the utterance of all those in America who feel that sentiment. (Applause.) And I am glad to say that this kindly feeling toward Mr. Kingsley is not wasted, for his heart is with America, and when he is in his own home, the latchstring hangs on the outside of the door for us. I know this from personal experience; perhaps that is why it has not been considered unfitting that I should perform this office in which I am now engaged. (Laughter.) Now for a year, for more than a year, I have been enjoying the hearty hospitality of English friends in England, and this is a hospitality which is growing wider and freer every day toward our countrymen. I was treated so well there, so undeservedly well, that I should always be glad of an opportunity to extend to Englishmen the good offices of our people; and I do hope that the good feeling, the growing good feeling between the old mother country and her strong, aspiring child will continue to extend until it shall exist over the whole great area of both nations. I have the honor to introduce to you Rev. Charles Kingsley.

## Text 2 Speech in Beijing's Bid for the 2008 Olympic Games

*Yang Lan*

Mr. President, Ladies and Gentlemen,

Good afternoon! Before I introduce our cultural programs, let me tell you one thing first about 2008. You're going to have a great time in Beijing.

Many people are fascinated by China's sport legends in the history. For example, back to Song Dynasty, which was the 11th century, people in our country started to play a game called *Cuju*, which is regarded as the origin of ancient football. The game was so popular that women were also participating. Now, you probably understand why our women football team does so well today.

There are a lot more wonderful and exciting events waiting for you in the new Beijing, a modern metropolis with 3,000 years of cultural treasures woven into the urban tapestry. Along with the iconic imagery of the Forbidden City, the Temple of Heaven and the Great Wall, the city also offers an endless mixture of theatres, museums, discos, all kinds of restaurants and



shopping malls which will amaze you and delight you. But beyond all that, this is a city of millions of friendly people who love to meet people from around the world. They believe if the 2008 Olympics is held in Beijing, it will help to enhance the harmony between our culture and diverse cultures of the world. And guarantee their gratitude will pour out in open expressions of affection for you and the great Movement that you guide.

Within our cultural programs, education and communication will receive the highest priority. We seek to create an intellectual and sporting legacy by broadening the understanding of the Olympic Ideals throughout the country.

Cultural events will unfold each year, from 2005 to 2008. We will stage multi-disciplined cultural programs, including concerts, exhibitions, art competitions and camps which will involve young people from around the world. During the Olympics, these activities will also be held in the Olympic Village and in the city for the benefit of the athletes.

Our Ceremonies will give China's greatest and the world's greatest artists a chance to celebrate the common aspiration of humanity and the unique heritage of Chinese culture and that of the Olympic Movement.

With a concept inspired by the famed Silk Road, our Torch Relay will break new ground, traveling from Olympia through some of the oldest civilizations known to man — Greek, Roman, Egyptian, Byzantine, Mesopotamian, Persian, Arabian, Indian and Chinese. Carrying the message "Share the Peace, Share the Olympics," the eternal flame will reach new heights as it crosses the Himalayas over the world's highest summit — Mount Qomolangma, which is known to many of you as Mt. Everest. In China, the torch will pass through Tibet, cross the Yangtze and Yellow Rivers, travel the Great Wall and visit Hong Kong, Macau, Taiwan and the 56 ethnic communities who make up our society. On its journey, the flame will be seen by and inspire more human beings than any previous relay.

I am afraid I cannot give you the full picture of our cultural programs within such a short period of time. Before I end, let me share with you one story. Seven hundred years ago, amazed by his incredible descriptions of a far away land of great beauty, people asked Marco Polo whether his stories about China were true. And Marco answered, "What I have told you was not even half of what I saw." Actually, what we have shown you here today is only a fraction of Beijing that awaits you.

Ladies and gentlemen, I believe Beijing will prove to be a land of wonders to all of you,

to athletes, spectators and the worldwide television audience alike. Come and join us. Thank you Mr. President. Thank you all. Now, I would like to give the floor to Mr. He.

**2. Finish the following assignments as required.**

- 1) Do some research to find more information about Mark Twain and then make a speech, introducing Mark Twain to your classmates.
- 2) Make an introduction speech about your hometown.

# Unit 2

## Welcome Speeches

### Section 1

### Preliminary Tasks

1. Find some reference material about welcome speeches from the recommended books and websites in Appendix III.
2. Watch the video clip from Dianne Feinstein's speech at the inauguration of the 44th President of the U.S. and imitate the following part of it.

Mr. President and Vice President, Mr. President-Elect and Vice President-Elect, ladies and gentlemen:

Welcome to the Inauguration of the 44th President of the United States of America.

The world is watching today as our great democracy engages in this peaceful transition of power.

Here, on the National Mall, where we remember the Founders of our Nation and those who fought to make it free, we gather to etch another line in the solid stone of history.

The freedom of a people to choose its leaders is the root of liberty. In a world where political strife is too often settled with violence, we come here every four years to bestow the power of the presidency upon our democratically elected leader.

Those who doubt the supremacy of the ballot over the bullet can never diminish the power engendered by nonviolent struggles for justice and equality, like the one that made this

day possible. No triumph tainted by brutality could ever match the sweet victory of this hour and what it means to those who marched and died to make it a reality.

— Taken from Dianne Feinstein's Speech at Inauguration of the 44th President of the  
United States of America

## Section 2

### Special Occasion Speeches

#### Sample

#### 1) A Welcome Speech to Overseas Students

Boys and girls, my friends, welcome to our University. Hunan Normal University is located in the City of Changsha, the provincial capital of Hunan. Bordered on the east by the clear blue Xiang River and nestling in the shadows of Mt. Yuelu on the west, Hunan Normal University is an institution of higher education in a picturesque environment, with a long history, and offering a complete range of disciplines.

Hunan Normal University is a key national comprehensive university embracing social science, natural science, management science, engineering, economics, and law. The university enjoys a good reputation at home and abroad because of its remarkable achievements in teaching and scientific research. With the deepening of reforms and the opening up of China to the outside world, this university has conducted academic exchanges and scientific research on a broad scale with many universities in different regions and countries such as America, Japan, France, Canada, South Korea and so on.

I can assure you that the students and staff of Hunan Normal University are sincere and enthusiastic. Public transport services to and from the campus are very convenient. I am sure you will be satisfied with your choice here, and make your dreams come true.

#### Sample

#### 2) Welcome New Employees

I am Liu Tao, president of this company. First, I would like to express to you all here our sincere welcome.

As you all know, our company is one of the major brands and has a long tradition. I think you will be proud of being a part of such a great company. But we cannot afford to depend on tradition alone. We need new blood like you to bring new knowledge, new ideas, and new insights. Do not waste them, but use them while they are fresh.

I want you to work, but not just for our company. I want you to work for yourself, and for the well-being of the whole community.

I would like to welcome you once again, and from today, let us begin to work together.

### Useful Expressions

- 1) I take great pleasure in bidding you all a heartfelt welcome to our school.
- 2) It is my pleasure and honor to welcome back Li Fang who has been in America for the past three years.
- 3) I want to take this opportunity to say a few words of welcome to you all.
- 4) First of all, let me, on behalf of all present here, extend our warm welcome and cordial greetings to our distinguished guests.
- 5) My colleagues join me in thanking you for choosing to come here and work with us.
- 6) We are very pleased that you come to work alongside us, and be a part of our department.
- 7) We are both proud and honored to have such a famous professor visiting our school.
- 8) We feel very much honored to have you with us.
- 9) It is a great honor for us to have President A with us.
- 10) I am deeply honored by the visit of Your Excellency and the other esteemed members of your party.

### **Practice**

- 1) Discussion within groups:

What is a welcome speech? What does a welcome speech generally contain?

- 2) Speech making:

Suppose that you are a guide of a travel agency. Make a welcome speech to a group of overseas tourists.

## Section 3

# Guide to Public Speaking

### Tips for Public Speaking

#### Organizing the Materials and Arranging the Points (1)

Properly selected points and materials must be arranged or organized in such a sequence that they can best accomplish the general and specific purposes of the speech. There are many different ways in which a piece of speech can be organized. In what way a speech should be organized is often determined by the purpose and the style of a speech. The patterns presented in the following are only some of the most common ones. They are dealt with separately here, but it does not mean each of them is always used exclusively within one speech. In practice they are sometimes employed together.

- The chronological order. Chronological organization is organization by time; that is, your steps are ordered according to when each step occurred or should occur. Earlier things are mentioned before the later things, the first thing first and the last thing last. This pattern is preferable when the subject matter involves a time sequence or one-after-another process.
- The spatial order. Spatial organization arranges items according to their location and direction. It does not usually matter whether the speaker chooses to progress up or down, east or west, forward or back, as long as ideas are developed in a logical order.

### Sample 1) A One-day Trip

We got up very early and caught the train for Beidaihe at 7:10 a.m. We arrived in Beidaihe at about 10 o'clock in the morning. First we went to the beach. We played on the sand and then had a swim. Then we went to a restaurant and had a delicious lunch. After lunch, we walked along the coast. We visited a park and a museum. After that, we did some shopping and bought some souvenirs.

## Sample 2) The Old House of My Family

On entering the house, you could see the cream-painted walls. In the right corner of the house was placed our stove. Beside it was a big red cupboard, where the bowls, plates, forks, and so on were kept. There were two tables and several chairs in the room; the smaller table was placed at the left of the room, and it also served as a desk for us to write and read at. The large table was in the middle of the room, and was used as our dining table.

## Practice

- 1) Organize the materials in chronological order according to the following topics.

*An Embarrassing Experience*

*My First Job Interview*

- 2) Organize the materials in spatial order according to the following topics.

*The School Library*

*A Good Vacation Spot*

(Suggestions: You may first make a list of the points you will mention in your speech. For example, for the topic “A One-Day Trip”, you can list out all the points you will talk about in time sequence, then you may develop them one by one. In the speech “My Bedroom”, it is also useful to make an outline for the points or objects likely to be mentioned. The order of organization may be from left to right, far to near, etc. In this way, your speech will be very clear and systematic.)

- 3) Group work:

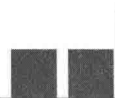
- Divide the whole class into groups of 4-5 students.
- Within the group, each student makes a list of points with the given topics.
- Students in each group study the points together, choose the appropriate ones and combine them into a general list.
- Each group selects one student to be the speaker, and helps him/her to improve the speech.
- The speaker gives a speech to the whole class on behalf of his/her group.

Suggested topics:

*My First Flight*

*A Merry Christmas*

*A Visit to Yuelu Academy*



## Section 4

### Reading and Assignments

#### 1. Read the following two speeches.

##### Text 1 Address to the Millennium Summit

*Kofi Annan*

Madam President (of Finland),

Mr. President (of Namibia),

Excellencies,

Ladies and Gentlemen:

I am deeply honored to welcome you all.

Never before have the leaders of so many nations come together in a single Assembly. This is a unique event. A unique opportunity. And therefore a unique responsibility. You, ladies and gentlemen, are the leaders to whom the world's peoples have entrusted their destiny. They look to you to protect them from the great dangers of our time; and to ensure that all of them can share in its great achievements.

In an age when human beings have learnt the code of human life, and can transmit their knowledge in seconds from one continent to another, no mother in the world can understand why her child should be left to die, of malnutrition or preventable disease.

No one can understand why they should be driven from their home, or imprisoned or tortured for expressing their beliefs. No one can understand why the soil their parents tilled has turned to desert, or why their skills have become useless and their family is left hungry.

People know that these challenges cannot be met by one country alone, or by government



alone. Change cannot be held back by frontiers. Human progress has always come from individual and local initiatives, freely devised and then freely adapted elsewhere.

Your job, as political leaders, is to encourage such initiatives. To make sure they are not stifled, and that all your peoples can benefit from them. And to limit, or to compensate for, the adverse effects that change always has, on some people, somewhere.

Your peoples look to you for a common effort to solve their problems. They expect you to work together, as governments. And they expect you to work together with all the other institutions — profit and non-profit, public and private — where human beings join hands to promote their ideas and their interests.

People want to see this happen between neighboring countries, and among all the countries of each region. But since today's biggest challenges are global, they expect above all that we will work together at the global level, as the United Nations.

My friends, that is why we are here. We are here to strengthen and adapt this great institution, forged 55 years ago in the crucible of war, so that it can do what people expect of it in the new era — an era in which rule of law must prevail. Last month I sent you a Report, produced by a Panel of experts, which makes detailed suggestions for strengthening the United Nations in the crucial area of peace and security — the area where people look especially to the State, and where the world's peoples look to the United Nations, to save them “from the scourge of war”. Please consider that Report very seriously.

It is not only in that field, however, that the United Nations needs strengthening. We must strengthen it across the whole range of our activities.

We need to decide our priorities. And we must adapt our United Nations, so that in future those priorities are reflected in clear and prompt decisions, leading to real change in people's lives.

That, my friends, is what the peoples expect of us. Let us not disappoint them.

Thank you.

## **Text 2 Speech at Inauguration of the 44th President of the United States of America**

*Dianne Feinstein*

Mr. President and Vice President, Mr. President-Elect and Vice President-Elect, ladies and gentlemen: