



**PUBLIC SPEAKING**

**A** SHORT TRAINING COURSE



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# 英语公开演讲短训教程

西北工业大学出版社



【内容简介】 本书共设 5 个讲座, Introduction, Proper Words in Proper Places, Writing Your Speech Script, Oral Presentation, Public Speaking — an Art, 供大专院校英语专业或非英语专业学生使用, 也可用做短训班教材。

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## 前 言

在编写这本小书的时候,眼前就浮现出演讲比赛的生动场景:踊跃的听众,浓郁的气氛,热心的拉拉队,震耳的掌声。印象更深的就是勇敢的参赛者,他们着装整齐,情绪激昂,信心十足,声音洪亮,口语流利,手势夸张。参赛者一登台就赢得一片掌声,一声 Good morning, ladies and gentlemen,又是一片掌声,丰富的内容及风趣的讲演,声音的高亢又换来一片掌声,结束时的一句 Thank you! 当然还是享受到一片掌声。就这样营造出了演讲比赛的轰动效应。

公开演讲是大学校园里一项很好的课外活动,深受学生欢迎。遗憾的是这项活动都是学生自发或由学生会组织的,外语系领导和教师很少投入,很少辅导,更不培训和总结,导致演讲比赛年年搞,年年都是老一套。

多年来演讲比赛不局限于校园,各种杯赛也经常举行,吸引了不少学生参赛,特别是民办院校的学子对这项活动情有独钟,这无疑是提高学生英语水平的一种途径。

作者经常参加英语演讲比赛的评比活动,看过学生的讲稿,既受到他们热情的感染,又为他们的种种不足而感到遗憾。由此萌发出编写一本小书,供短期培训之用,书中各讲均围绕提高语言技能,主要为写和说的技能而设。诚然,语言技能的提高并非一日之功,要靠长年累月的实践,这里所提供的仅仅是最基本的常识和提醒。

本书可供各大专院校英语专业或非英语专业的学生使用,也可用作短训班教材或列入教学计划供一学期使用。

编 者

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## Lecture 1 Introduction

Public speaking, as its name indicates, is speaking in public, a common activity of human communication, such as the Secretary General of the UN declaring a conference open, the president of a nation delivering an inaugural address, the general manager of an enterprise giving a speech at the business forum, the salesman promoting his firm's products at the market place, the teacher lecturing his class, the student applying for a job at an interview, the speechmakers competing in the campus competition...

In actuality, people of all trades and professions are speaking in public every day despite the fact that their purposes vary from person to person. However, one thing in common is that the speakers are speaking respectively in their specific contexts by employing their ideas, views and emotion in the hope of moving the audience and persuading them to jump to action. The following excerpts are taken from famous speakers and orators with translations for reference.

### Example one:

"...I say to you today, my friends, so even though we face the difficulties of today and tomorrow, I still have a dream. It is a dream deeply rooted in the American dream. I have a dream that one day this nation will rise up, up to live, live out the true meaning of its creed: 'we hold these truths to be self-evident, that all men are created equal.'..."



“……朋友们，今天我要告诉你们：尽管当前和将来还会有很多困难和挫折，我仍然有一个梦想。这是深深扎根于美国梦中的梦想。我梦想有一天这个国家能够站立起来，实现其立国信条的真谛：‘我认为这些真理不言而喻：人生本皆平等。’”

—from Martin Luther King’s “I Have a Dream”, which encouraged the black people to fight against racial segregation and inspired them to rise up to defend their own rights and control their own destiny.

#### Example two:

“... What general Vaygon has called the Battle of France is over; the Battle of Britain is about to begin. Upon this battle depends the survival of Christian civilization. Upon it depends our British life and the long continuity of our institutions and our empire.”

“……正如魏刚将军所说，法兰西的战争已经结束，不列颠的战斗就要开始了。基督教文明能否保存，系此一战；英国人自己的生活习惯能否保留，系此一战；我们国家的制度以及英帝国的国祚能否延续，亦系此一战。”

—from “The Battle of Britain” By Winston Churchill, who, at the crucial moment of World War II, solemnly declared in his famous speech to the world “Britain will never give up.”

#### Example three:

“... An immeasurable loss has been sustained both by the militant proletariat of Europe and American, and by historical science, in the death of this man. The gap that has been left by the departure of this mighty spirit will soon enough make itself felt.”

“……这个人的逝世，对于欧美战斗着的无产阶级，对于历史科学，都是不可估量的损失。这位巨人逝世后所形成的空白，在不久将来就会使人感觉到。”

from “Speech at the Graveside of Karl Marx” delivered by Frederick Engels in English at the graveside of Karl Marx at Highgate Cemetery, London on March 17, 1883.

**Example four:**

“... on this day of reunions and festivals in the glow of Christmas; let us remember the many undernourished people, young and old scattered throughout the world. All my family joins me in sending everyone of you best wishes for Christmas and may God’s blessing be with you in the coming year.”

“……在相聚与喜庆的日子里，沐浴着节日的光辉里，我们不可忘记遍布全球的忍饥挨饿的老老少少们。为你们献上我和我家人最诚挚的圣诞祝愿，祈求在新的一年里，上帝的福荫与你们同在。”


from “Christmas Greetings” by Queen Elizabeth II, who, on Dec. 25, 1963, delivered a speech sending her annual Christmas greetings to whole Britain and to the world and reminding people not to forget the world’s less fortunate citizens on Christmas Day.

**Example five:**

“……不管前面是地雷阵还是万丈深渊，我将勇往直前，义无反顾，鞠躬尽瘁，死而后已。”

“... But no matter what is waiting for in front of me, being landmines or an abyss, I will brace my trail and I have no hesitation and misgivings, and I will do all my best and contribute all myself





to the people and the country until the end of my life.”……“  
讲人不一 from Zhu Rongji's talk at a press conference, in  
which he showed his strong determination as a premier of  
the State Council to serve the country and the people  
wholeheartedly.

**Example six:**

“... There is no reason for us to be enemies. Neither of us seeks the territory of the other; neither of us seeks domination over the other; neither of us seeks to stretch out our hands and rule the world.” Chairman Mao has written: “So many deeds cry out to be done, and always urgently; The world rolls on. Time presses. Ten thousand years are too long, seize the day, seize the hour. This is the hour. This is the day for our two peoples to rise to the heights of greatness which can build a new and a better world.”……“

“……我们没有理由敌对。我们都不想占有对方的领土。我们都不想伸手统治世界。毛主席曾经写道：“多少事，从来急，天地转，光阴迫，一万年太久，只争朝夕。现在就是这个时刻，现在就是这一天，让我们两国人民站到最伟大的高度，共同建设一个崭新的更加美好的世界。”

— from President Nixon's toast speech, in which he extended his heartfelt wish to the Chinese people and looked forward to building a new and better world together with the Chinese people by quoting Chairman

Mao's poem.

**Example seven:**

“……问题的核心是祖国统一，和平统一已成为国共两党的共同语言。但不是我吃掉你，也不是你吃掉我。我们希望国共两党共同

完成民族统一，大家对中华民族作出贡献。”

“... The core of the problem is the unification of the country. Peaceful unification has become the common language of the two parties. But this does not mean I swallow you up or you swallow me up. We hope the two parties work together to fulfill the mission of national unification so as to contribute to China.”

— from Deng Xiaoping, who, in his talk on the Taiwan problem, cordially expected the country's peaceful reunification.

#### Example eight:

“... The bright green of the alpine meadows splashed with the yellows and pinks of the flowers, the darker green of the pine forests and the red glow of a mountain sunset all combine to create the palette of colour that make Switzerland so magnificent in summertimes.

No matter what type of holiday you are looking for you will find the answer in Switzerland for there really is no other country quite like it.

“……浅绿色的高原草地点缀着黄色和粉红色的花朵，苍翠的松林和高山落日的红霞像一块调色板使夏日的瑞士更加绚丽多彩。无论你期望度过什么样的假日，你都能在瑞士得到愿望的满足，因为这个国家是无与伦比的。”

— from an advertiser's introduction to Switzerland with the purpose of promoting tourism.

#### Example nine:

“Today I want to help you with a study reading method known as SQ3R. The letters stand for five steps in the reading process —



Survey, Question, Read, Review, Recite. Each of the steps should be done carefully and in the order mentioned.

... Survey means to look quickly. The second step is question. Try to form questions based on your survey. Use question words who, what, when, where, why and how. Now you are ready for the third step — read. You will be reading the titles and important words that you looked at in the survey. The fourth step is review. Remember the questions that you wrote down before you read the material. The last step is recite. Try to put the reading into your own words. ...”

今天我要帮助你们学习一种阅读方法叫做 SQ3R。这几个字母代表了阅读过程中的五个步骤,即:浏览、问题、阅读、回顾和背诵。每一个步骤按以上顺序仔细进行。

浏览意即看得快;第二步是问题,试着在浏览基础上提问,注意用 who, what, when, where, why and how 这些疑问词;现在准备第三步,你将阅读标题以及在浏览中看到的重要词;第四步是回顾,记住在阅读材料前你写下的问题;最后一步是背诵,试着把阅读的内容输入到自己的词汇中……

— from a teacher's lecture which teaches an efficient reading method in simple and explicit language.

#### Example ten:

Thank you very much for the privilege of speaking here and for your effort to get me such an attentive audience. What really makes our company tremendously successful is, in my view, our management philosophy and the understanding of information. I hope we can make some of these assets available to you.

The advancement of telecommunication technology has given us the ability to know and understand what is going on in any part


of the world at any given time. Emphasis on the development of information technology has enabled us to analyze the global information and distribute it to our customers.

感谢您给我如此殊荣在此发表演讲,同时也感谢您为我请来了如此专心致志的听众。在我看来,我们公司得以取得巨大成功的真正原因是其经营管理的指导思想以及对信息的掌握。我希望能与你们共享这些使我们得以成功的经验。

电信技术的进步使我们能够了解世界上任何一个地方在任何一个时间里所发生的事。对信息技术开发的重视使我们能够分析全球性信息并向我们的客户传播这些信息。

— from a speech delivered at a symposium on telecommunication technology, at which the chairman of a business delegation expressed his thanks to the host and looked forward to future cooperation between the two information technology research institutions.

So, when you read the above excerpts of the speeches and chew the underlined parts, you will find that they all are well-knit and are characterized by rigorous wording, logical organization, ingenious use of rhetorical devices, brilliant exposition, profound emotion and vivid description. Moreover, you will probably become aware that anyone who wants to be a good speech-maker must have a good command of language, broad horizon of knowledge, a cultural perspective and communication skills. To achieve this goal, you must take special training, that is, to be trained in the above-mentioned areas, among which the four areas of language competency, as Quintilian, a great Roman educator, put it, reading, speaking, listening and writing are necessary for a good speaker because linguistic competence is not only an important way



to better our all-round qualities and the quality of our life, but also a precious instrument for pursuing our successful career. Besides, it is an art to orally convey our ideas and feelings in a specific environment, natural or social.

Nowadays, speech contests are very popular with college students, especially those from private colleges and institutes. Speech contests are held twice a year on the campus scale with tens of candidates selected from among hundreds of classes participating in them. What a magnificent scene! Moreover, every year there are “XXX Cup” speech contests sponsored by newspaper presses, mass media agencies or business firms, etc. This is due to the fact that public speaking, being one of the popular courses of communication, can benefit students in an “information society” that depends on their ability to send and to evaluate face-to-face, print, and mediated messages.

This book is designed to train students’ ability in making sensible speeches, mainly in preparing speech manuscripts and in oral presentation, which are the two big problems students find tough to handle. The lectures that follow may help students

- develop the four areas of the language competency with writing and speaking in particular.
- develop an understanding of the process of speech-making.
- prepare appropriate topics and guidelines for speeches.
- prepare skills needed for public speaking.
- sharpen their critical thinking abilities.
- develop skills in delivery.
- expand their cultural knowledge.
- develop public speaking etiquette.

## Assignment

Introduce yourself to your classmates by telling a story about yourself or your parents.

### Guidelines:

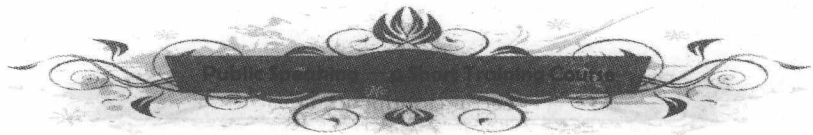
- List the events of your story in chronological order.
- Write down the key words on a note card so that you can jog your memory during your speech.
- Do not start with “I’m going to tell a story about...”
- Try to make an opening statement that will attract the audience’s attention.

e. g.

I’m from the south; and if you come from the south, or know anything about the south, you’ll know how important good cooking is to a southerner. Eating meals together is a tradition in my family. Every holiday of my childhood was spent over a meal at my grandparents’ home, enjoying my grandmother’s cooking. Hand in hand with the meal was storytelling—my grandfather being the center of storytelling attention. He told stories about everything; the family skeletons, people in the neighbourhood, his childhood, and even stories about food.

One story I remember in particular was one he told about some of his experiences as a child during the Great Depression. After our meal was finished, he’d push back his chair, look at me and begin.

“Boy,” he’d say, “let me tell you about when I was coming up. You think you got it hard now, but I say you all got it easy. When I was a boy—during the Depression—we didn’t have none of



this here fancy food. Just potatoes: baked potatoes, boiled potatoes, creamed potatoes, mashed potatoes, potato salad, potato soup... biscuits too, if I was lucky. Nothing is better than momma's warm biscuit with a bit of butter. Course no one had no butter then. But if you did, you gâve thanks. You gave thanks to the good lord no matter what you had, "he'd tell me.

"Give thanks," he commanded me throughout my life, and accompanying this advice was the example of his life lived in thanks. His thankfulness never stopped when the meal was finished and the food cleared away. Instead, he was grateful throughout all aspects of his life. My grandfather's life — and the story he tells — illustrate for me what it is to be thankful. Through his example, I have learned to be thankful for what I am given.

(Story told by Derek Reamy, Loyola University, Maryland)

## Lecture 2 Proper Words in Proper Places

This lecture discusses the importance of writing accurately. As is known, any piece of writing is composed of words, the first and smallest units that can be discussed in relation to language.

In speaking, the choice of words is of the utmost importance. Proper selection will eliminate one source of likely breakdown in the communication cycle. Too often, careless use of words prevents a meeting of the minds of the speaker and listener. The words used by the speaker may stir up unfavourable reaction in the listener which interferes with his comprehension, hence, the transmission-reception system breaks down.

As is often the case, in public speech contests, if you carefully observe the speaker and read his manuscript, you will find errors caused by improper use of common words, confusion of parts of speech, misuse of collocations, idioms, set phrases, etc. despite the fact that he speaks fluently.


The following are two pieces of writing done by students in preparing their short speeches. Read these passages and pay attention to the underlined problem parts.

### 1. On Making Friends

...when you have a matter in live, you must need your friend's help. For example, your car is in trouble in your trip. You can't repire it yourself. Another car drives over. The driver is will to help you repire it. You would afeels a friendship.

Nowadays, friendship is more and more importance. Anxious





work a day makes you trouble in spirit. A friend can make you claim through a short conversation.

A friend could also bring a comfort which you is interested in on which is importance for you.

We must to make friends, largely. It has a great deal of benefits for us.

## 2. On Weeklong Holiday

Some people think that weeklong holidays are benefit for them. First of all, weeklong holidays provide much time doing themselves things. The second superiority, in modern society, with our living rhythm accelerating, many people feel very tired in their daily work. So weeklong holidays make them relaxation. They also approve that they save more energy for their work during the weeklong holidays.

But the others don't think so. Their opinion are that these holidays make them become idle. They do nothing but sleep, watch TV, eat, ect. during the holidays. They waste the time, therefore, they dislike weeklong holidays.

I prefer to the first opinion. As we all know, weeklong holidays stimulate purchasing power. As a whole, it is benefit for development of our nation's economy. In addition to, if only we make good use of weeklong holidays, I believe that it must certainly take a great advantages for us.

In these two passages we will find, besides the above mentioned errors, expressions and sentences "with English flesh but Chinese bones" we can therefore conclude that words to writing is what bricks to a building, and a good writing to public speaking is what nutritious food to a healthy body.