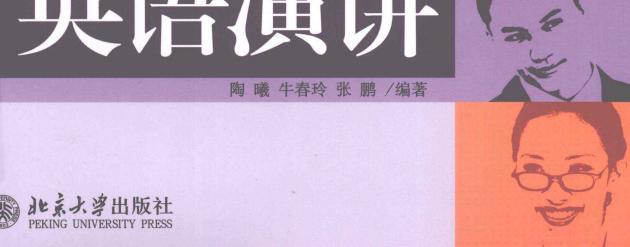


English Public Speaking



英语演讲

陶曦 牛春玲 张鹏 编著



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《21世纪英语专业系列教材》编写委员会

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冠 序

北京大学出版社自 2005 年以来已出版《语言与应用语言学知识系列读本》多种,为了配合第十一个五年计划,现又策划陆续出版《21 世纪英语专业系列教材》。这个重大举措势必受到英语专业广大教师和学生的欢迎。

作为英语教师,最让人揪心的莫过于听人说英语不是一个专业,只是一个工具。说这些话的领导和教师的用心是好的,为英语专业的毕业生将来找工作着想,因此要为英语专业的学生多多开设诸如新闻、法律、国际商务、经济、旅游等其他专业的课程。但事与愿违,英语专业的教师们很快发现,学生投入英语学习的时间少了,掌握的英语专业课程知识甚微,即使对四个技能的掌握也并不比大学英语学生高明多少,而那个所谓的第二专业在有关专家的眼中只是学到些皮毛而已。

英语专业的路在何方?有没有其他路可走?这是需要我们英语专业教师思索的问题。中央领导关于创新是一个民族的灵魂和要培养创新人才等的指示精神,让我们在层层迷雾中找到了航向。显然,培养学生具有自主学习能力和能进行创造性思维是我们更为重要的战略目标,使英语专业的人才更能适应 21 世纪的需要,迎接 21 世纪的挑战。

如今,北京大学出版社外语部的领导和编辑同志们,也从教材出版的视角探索英语专业的教材问题,从而为贯彻英语专业教学大纲做些有益的工作,为教师们开设大纲中所规定的必修、选修课程提供各种教材。《21世纪英语专业系列教材》是普通高等教育"十一五"国家级规划教材和国家"十一五"重点出版规划项目《面向新世纪的立体化网络化英语学科建设丛书》的重要组成部分。这套系列教材要体现新世纪英语教学的自主化、协作化、模块化和超文本化,结合外语教材的具体情况,既要解决语言、教学内容、教学方法和教育技术的时代化,也要坚持弘扬以爱国主义为核心的民族精神。因此,今天北京大学出版社在大力提倡专业英语教学改革的基础上,编辑出版各种英语专业技能、英语专业知识和相关专业知识课程的教材,以培养具有创新性思维的和具有实际工作能力的学生,充分体现了时代精神。

北京大学出版社的远见卓识,也反映了英语专业广大师生盼望已久的心愿。由北京大学等全国几十所院校聚集力量,积极编写相关教材。这就是说,

这套系列教材是由一些高等院校有水平有经验的第一线教师们制定编写大纲,反复讨论,特别是考虑到在不同层次、不同背景学校之间取得平衡,避免了先前的教材或偏难或偏易的弊病。与此同时,一批知名专家教授参与了策划和教材审订工作,保证了教材质量。

当然,这套系列教材的出版只是初步实现了编者们和出版社的预期目标。为了获得更大效果,希望使用本系列教材的教师和同学不吝指教,及时将意见反馈给我们,使教材更加完善。

航道已经开通,我们有决心乘风破浪,奋勇前进!

胡壮麟北京大学蓝旗营

前 言

英语演讲是高校英语课堂内外提高学生英语口语水平、加强学生的思辨能力和创造力、提高学生对英语的实际运用能力的有效手段。将英语演讲引入课堂,能有意识地把语言形式与社会语境结合起来,最大程度地减少母语文化因素的干扰,努力创造良好的环境,培养符合21世纪要求的应用型人才。

遗憾的是,目前适合中国学生的英语演讲教材很少,内容亦不能满足广大师生的需求。国外出版的一些教材不适于中国大学课堂使用,另外一些国内出版的大学英语口语教材,要么对英语演讲方面的内容完全不涉及,要么对英语演讲应该如何进行讲得不深入、不全面,学生学完之后对如何作英语演讲仍然不得门而入。这些教材的另一个缺陷是,没能为学生学习英语演讲提供足够好的范本,甚至把一些中文演讲的英文版拿给学生做范本,对学生只会起到误导的作用。

有鉴于此,本书的编者总结多年演讲课教学和指导学生参加演讲比赛的经验,完成此书,较全面地介绍了英语演讲的各个方面。本书的具体内容涉及:学习英语演讲的意义、话题的选择、主题的确定、结构、开场白、结束语、信息型演讲、劝说型演讲、特殊场合的演讲、即兴演讲、词语的选择、身体语言、回答问题和对演讲的评估。

本书的另一个亮点是每一个单元都有一篇或多篇英语演讲名篇,为学生学习英语演讲提供了最好的范本。另外,每个单元还结合该单元的命题和即兴演讲的题目,提供相关的资料,内容涵盖政治、经济、文化和社会等各个方面,确保学生获得足够的信息输入。

本教材适用于高等院校英语专业高年级学生、非英语专业同等英语水平的学生及广大英语演讲爱好者。

本书在内容和编写上未必能尽如人意,如有不当之处,欢迎国内专家同行和读者惠予批评指正。

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Unit 1

Introducing Public Speaking

Part One Introducing Public Speaking

Have you ever watched a speaker and said, "Wow, I wish I could speak like that?" or "That person was just so wonderful. I could never do that." Well, I've got some good news for you. You too can be a public speaker. Public speaking is a learned skill, so anyone can do it by following some rules and steps. And it is a skill that everyone needs to learn.

Regardless of who you are and what type of job you plan to have, there's a good chance that one day you will be required to make a speech in public. It may be a presentation for your colleagues. It may be a toast at your best friend's birthday party. It may be a report made in front of your boss when you want him to believe that he should give you a pay rise and a promotion. It may even be a statement at your fiancée's house where you are trying to convince your future parents-in-law that the young man their daughter is going to marry is trust-worthy. Whatever the purpose might be, you need to be prepared for that day. Learning how to effectively speak in public will increase your confidence, make you more comfortable with other people, and fine-tune your communication skills. In other words, public speaking is a skill that everyone needs to learn.

What is Public Speaking?

According to Professor Stephen Lucas, public speaking is the way of making your ideas public, of sharing them with other people and influencing them.

Public speaking is the process of speaking to a group of people in a structured, deliberate manner intended to inform, influence, or entertain the listeners. The art and science of public speaking is also known as forensics. The word "forensic" is an adjective, meaning "of public debate or argument." The word is derived from the Latin forensics, meaning "of the forum."

The purpose of public speaking can range from simply transmitting information, to motivating people to act, or to simply telling a story. Good orators should be able to change the emotions of their listeners, not just inform them.

Public speaking is not a new trend. Unlike what some people believe, it wasn't invented by cruel educators who wanted to put children on the spot in front of their peers. In fact, people have been speaking in public since humans first developed the ability to talk.

However, public speaking didn't become a formal tradition that quickly. The first hand book detailing the how-to's of public speaking was written in Egypt more than 4,500 years ago. Of course, the advice given to public speaking students today isn't quite that ancient. Most of our rules and techniques, particularly when it comes to the art of persuasion, come

from guidelines written by Aristotle, a Greek philosopher in the 3rd century B. C.

Before you dismiss his advice as outdated, you need to realize that every effective public speaker from John F. Kennedy to Martin Luther King Jr. have incorporated Aristotle's teachings into their presentations. That's because his methods worked then, and they still work now. Some things simply don't change much over time.

Why Learn Public Speaking?

There are three reasons for average people to learn public speaking:

- 1) Almost every one of us will be involved in public speaking in some form at some point in our lives, so we need to be prepared to do a good job when that time comes.
- 2) Employers consistently rank public speaking and related communication skills as one of the top skills they look for in employees.
- 3) Being an effective public speaker gives you the tools to make a difference in your business, in your community, even in the world.

For language students, to be more exact, for English-majors, there are more reasons:

- 1) To enhance students' language proficiency and presentation skills;
- 2) To boost up self-confidence of students and the interest of speaking English;
- 3) To broaden the students' horizon so that they can gain encyclopedic knowledge, which is of great importance, especially for would-be translators or interpreters;
- 4) To help students develop critical thinking skills. Critical thinking consists of a mental process of analyzing or evaluating information, particularly statements or propositions that people have offered as true. It forms a process of reflecting upon the meaning of statements, examining the offered evidence and reasoning, and forming judgments about the facts.
- 5) To help students gain an awareness of intercultural communication. Since it is essential for students majoring in a foreign language to seek to understand how people from different countries and cultures behave, communicate and perceive the world around them, so as to avoid communication difficulties, misunderstandings, and conflicts.

What is often ignored is the difference between the eastern and western culture and thinking patterns which lead to different ways of expressing. Discrepancies of the eastern and western thinking patterns can be summarized in nine terms: ethic and cognitive, integrated and analytic, subjective and objective, intuitive and logic, imagery and abstract, ambiguous and precise, collective and individual, past-focus and future-focus, inductive and deductive. For instance, the westerners are assumed to be members of low-context cultures, and need direct and explicit verbal messages because they share little background information or context. And they have strong orientations to value individualism, equality and assertiveness in their social interaction and interpersonal communication. The easterners, on the other hand, are believed to be high-context, and do not require much in-depth background information since most of the information has been already in the individuals. And they, due to their history and tradition, tend to respect collectivism, hierarchy and interpersonal harmony in society. These underlying cultural differences may be problematic in intercultural communication if we are in lack of this knowledge. This is the reason why intercultural communicative approach is adopted in the teaching of public speaking.

On all accounts, it may be difficult to feel grateful for the chance to practice your public speaking skills when you are behind a podium and staring out into a sea of eyes, when you

feel panic and quiver like an aspen leaf, and when you hate your teacher because he or she has given you a topic you know nothing about and your mind goes blank. Please do remember that type of practice is what will help you experience the benefits listed above.

Types of Public Speaking

There are basically four types of public speaking, namely, informative, persuasive, ceremonial and extemporaneous. Each type of public speaking is different from the other and has specific characteristics. Let us have an overview of the different types of public speaking.

Informative

When a person gives a speech before an audience to impart information on a particular topic or issue, it is said to be an informative speech. Business presentations, seminars in colleges, class presentations in schools are some examples of informative speeches. A person preparing for an informative speech has to research well on the topic. It should be short and precise because long speeches actually bore the audience. While preparing for the speech, one should have the audience in mind and aim to cater to their needs. Your speech should include all the facts but you cannot take sides on a particular issue, because you are there to inform them and not to influence them. The success of an informative speech will depend on how much the audience could understand from the speech.

Persuasive

Persuasive speeches are those where one tries to persuade or convince a group of people. These speeches aim to influence and change the opinions of the audience. This can be a difficult task as you would be facing a group of people who may have totally opposite views from your own. The most important point that has to be kept in mind here is that if you want to influence others' views and ideas, you have to show your enthusiasm while speaking. However, one must remember that one is not there to wage a war and should talk without hurting others' feelings. Persuasive speeches are most commonly used by sales and marketing people to attract the interest of potential clients in their products. They are also used to influence political and religious views.

Ceremonial

Ceremonial speeches are usually given on occasions like weddings, funerals, graduation parties, retirement parties etc. The most important factor to make these speeches effective is to add a personal touch to it. One gives these speeches for people one knows and it would be great if one can bring in stories and incidents about the respective person. The speech can be humorous, touching or emotional, as per the occasion and the mood. However, one should take utmost care not to hurt feelings by making snide remarks about them.

Extemporaneous

Extemporaneous, also known as impromptu speeches, are those where you will be asked to talk about a particular topic without prior notice. As this may come all of a sudden, it is very likely that you may become nervous and panicky. This is quite normal, though you will have to carry on with the task because it may affect your career growth positively or negatively. You have to quickly think about the important points regarding the topic and

speak before the audience with confidence, although you may be very nervous from within.

Part Two Sample Speech

Speech of Alexander the Great

I observe, gentlemen, that when I would lead you on a new venture you no longer follow me with your old spirit. I have asked you to meet me that we may come to a decision together: are we, upon my advice, to go forward, or, upon yours, to turn back?

If you have any complaint to make about the results of your efforts hitherto, or about myself as your commander, there is no more to say. But let me remind you; through your courage and endurance you have gained possession of Ionia, the Hellespont, both Phrygias, Cappadocia, Paphlagonia, Lydia, Caria, Lycia, Pamphylia, Phoenicia, and Egypt; the Greek part of Libya is now yours, together with much of Arabia, lowland Syria, Mesopotamia, Babylon, and Susia; Persia and Media with all the territories either formerly controlled by them or not are in your hands; you have made yourselves masters of the lands beyond the Caspian Gates, beyond the Caucasus, beyond the Tanais, of Bactria, Hyrcania, and the Hyrcanian sea; we have driven the Scythians back into the desert; and Indus and Hydaspes, Acesines and Hydraotes flow now through country which is ours. With all that accomplished, why do you hesitate to extend the power of Macedon-your power—to the Hyphasis and the tribes on the other side? Are you afraid that a few natives who may still be left will offer opposition? Come, come! These natives either surrender without a blow or are caught on the run-or leave their country undefended for your taking; and when we take it. we make a present of it to those who have joined us of their own free will and fight on our side.

For a man who is a man, work, in my belief, if it is directed to noble ends, has no object beyond itself; none the less, if any of you wish to know what limit may be set to this particular camapaign, let me tell you that the area of country still ahead of us, from here to the Ganges and the Eastern ocean, is comparatively small. You will undoubtedly find that this ocean is connected with the Hyrcanian Sea, for the great Stream of Ocean encircles the earth. Moreover I shall prove to you, my friends, that the Indian and Persian Gulfs and the Hyrcanian Sea are all connected and continuous. Our ships will sail round from the Persian Gulf to Libya as far as the Pillars of Hercules, whence all Libya to the eastward will soon be ours, and all Asia too, and to this empire there will be no boundaries but what God Himself has made for the whole world.

But if you turn back now, there will remain unconquered many warlike peoples between the Hyphasis and the Eastern Ocean, and many more to the northward and the Hyrcanian Sea, with the Scythians, too, not far away; so that if we withdraw now there is a danger that the territory which we do not yet securely hold may be stirred to revolt by some nation or other we have not yet forced into submission. Should that happen, all that we have done and suffered will have proved fruitless—or we shall be faced with the task of doing it over again

from the beginning. Gentlemen of Macedon, and you, my friends and allies, this must not be. Stand firm; for well you know that hardship and danger are the price of glory, and that sweet is the savour of a life of courage and of deathless renown beyond the grave.

Are you not aware that if Heracles, my ancestor, had gone no further than Tiryns or Argos—or even than the Peloponnese or Thebes—he could never have won the glory which changed him from a man into a god, actual or apparent? Even Dionysus, who is a god indeed, in a sense beyond what is applicable to Heracles, faced not a few laborious tasks; yet we have done more: we have passed beyond Nysa and we have taken the rock of Aornos which Heracles himself could not take. Come, then; add the rest of Asia to what you already possess—a small addition to the great sum of your conquests. What great or noble work could we ourselves have achieved had we thought it enough, living at ease in Macedon, merely to guard our homes, accepting no burden beyond checking the encroachment of the Thracians on our borders, or the Illyrians and Triballians, or perhaps such Greeks as might prove a menace to our comfort?

I could not have blamed you for being the first to lose heart if I, your commander, had not shared in your exhausting marches and your perilous campaigns; it would have been natural enough if you had done all the work merely for others to reap the reward. But it is not so. You and I, gentlemen, have shared the labour and shared the danger, and the rewards are for us all. The conquered territory belongs to you; from your ranks the governors of it are chosen; already the greater part of its treasure passes into your hands, and when all Asia is overrun, then indeed I will go further than the mere satisfaction of our ambitions: the utmost hopes of riches or power which each one of you cherishes will be far surpassed, and whoever wishes to return home will be allowed to go, either with me or without me. I will make those who stay the envy of those who return.



(Scanned by: J. S. Arkenberg, Dept. of History, Cal. State Fullerton. Prof. Arkenberg may have modernized the text.)



This speech was made by Alexander the Great in 326 B.C.; Hydaspes River, India.

In 335 B.C., Alexander the Great began his campaign to recapture former Greek cities and to expand his empire. After ten years of undefeated battles, Alexander controlled an empire that included Greece, Egypt and what had been the massive Persian Empire.

That wasn't enough for Alexander. He decided to continue his conquest into India. But after ten years of fighting and being away from home, his men lacked the will to take part in another battle, especially against an opponent like King Porus and his army. Alexander used the talent for oration he had developed while studying under Aristotle to infuse his men with

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the motivation they needed to continue on, to fight and to win.

Questions for Further Understanding:

- 1. Imagine yourself as one of Alexander's men who "lacked the will to take part in another battle after ten years of fighting and being away from home", what in Alexander's speech would change your mind most strongly? Is it his reasoning, his way of using language, his rhetoric, or his outstanding ability to instigate the emotions of his audience?
- 2. What do you remember the most from this speech? It could be certain example, quotation, or distinctive factual information, etc.
- 3. Describe to your partner how Alexander begins and ends this speech, and tell where you can learn from Alexander in making your own public speech.
- 4. Of the four types of public speaking mentioned above (namely, informative, persuasive, ceremonial, and extemporaneous), which best describes this speech of Alexander the Great? Explain why you think so.

Part Three Exercises

Warm-up Practice:

- 1. Discuss the following 2 questions within a group of 3 or 4 persons: who is your favorite public speaker? And what sets him/her apart from other speakers? Take notes of a few key words you have mentioned, and exchange your notes with other groups to gather further information.
- Prepare for 5 minutes on a 3-minute speech of how college life has changed you so far. Consider especially the central message, the beginning and the end of your speech.
- 3. Sit in a circle and start passing on around a convenient object (such as a pen, a water bottle, etc.) while the teacher keeps knocking on the desk to make an audible sound. The student who holds the object in hand when the knocking stops shall stand up immediately, and speak about two things of yourself that would make people remember you right away (for example, "I am actually a Kongfu master", or "I have an evil twin brother").

Topic for Further Discussions:

Should examinations be replaced with other forms of assessment?

Context

At present, many schools, colleges and universities assess their students by means of end-of-year written examinations. These can be very stressful and many students fare worse in exams than in other forms of assessment. On the other hand, perhaps it is good training for

later life when success depends on being able to deal with stress and perform well on big occasions.



- Exams test memory more than analysis, creativity, or real understanding. If you have a
 good memory you can get away with doing very little work throughout the course and still
 get very good grades.
- Coursework is a much more genuine assessment of a candidate because it takes into
 account research, understanding of the issues and ability to express oneself, not just
 ability to answer a question in a very limited period of time.
- The pressure attached to the College Entrance Examination is huge and causes many problems. Some students have breakdowns and, in extreme cases, attempt suicide because they cannot handle the pressure, especially with university places relying on grades.
- As well as causing personal problems, pressure can lead many bright students to underperform. Exams test students' ability to keep cool more than they test their intelligence.
- Examination results depend on the opinion of the individual examiner. The same paper marked by two different examiners could get completely different results. This is exacerbated by the short time that examiners spend marking a paper.



- Things such as open-book exams, viva voce, and questions which ask you to evaluate information are not testing merely memory, but your ability to apply your knowledge.
- Coursework is valuable but should be used in conjunction with exams. A student might
 answer a question very well given time and help from teachers, family and textbooks, but
 then be unable to apply what they have learnt to another question coming from a
 different angle.
- Coursework can involve a lot of pressure as well, especially with the meeting of deadlines. Schools should, and do, teach pupils about relaxation and stressmanagement for both exams and coursework.
- Pressure is a fact of life and children must be prepared for it. Pressure only increases at university and in the workplace and we must teach children how to perform well in these conditions rather than protect them from it.
- Coursework must also be marked by individuals, so the same criticism applies. It is not significant, however, as moderation and examiners meetings ensure that papers are marked to the same standards.

Unit 2

Selecting a Topic

Part One Selecting a Topic

Public speaking is something you learn as you go, and eventually the butterflies dissipate. You might even find that you enjoy public speaking because it's a great way to help you succeed. But what on earth should you talk about?

Know Your Audience

The first step in choosing a public speaking topic is to analyze your audience. You wouldn't give the same speech to a group of college students as you would to an assembly of high-powered business men; it just wouldn't work. Factors that might influence your topic would include demographics such as age, education level, income bracket and profession as well as their potential interests. Your goal is to relate to your audience, not to talk above or below them.

Know Your Time Limit

The topic of your speech will also be directly related to the length of time you have to talk. Obviously, a speech on the fundamentals of fusion marketing would be a far shorter speech than one on quantum mechanics. You don't want to get halfway through your speech and realize that time has run out. Be sure to factor in questions that your audience might ask, because that will take up time as well.

Choose an Interactive Topic

One of the best ways to get your audience engaged during a public speaking event is to choose a topic that allows you to interact with the crowd. You don't have to act like a rock star and crowd surf, but you do want to get your audience involved. This might be something as simple as taking a poll by asking people to raise their hands, or it might be more complex, such as asking for volunteers to assist with a demonstration. Your topic should allow you to get involved with your audience.

Choose a Topic You Know

This should be number one on your list because you'll regret speaking on a topic about which you know little or nothing. Even if the audience isn't well-versed on your topic, they can smell a rat. Vague statements or inaccurate statistics will be a red flag that you don't know what you're talking about. So choose a public speaking topic with which you are familiar, and

if you want to know more information, research it beforehand.

Choose a Comfortable Topic

Until you get into the swing of public speaking, you are going to be uncomfortable to begin with. If you choose a topic that makes you nervous, the experience simply won't be positive. So choose a topic that you've been studying for years, one about which you could give a speech without any notes or pre-written data. This is the best way to acclimate yourself to public speaking.

Try out a Few Topics

You really won't know if you can write a speech about a topic until you put pen to paper (or fingers to keyboard). Take a few ideas and write opening paragraphs, getting the feel for how the speech would progress. If one sounds too stilted or if you can't think of much to say, move on. When you are using public speaking to promote your business, your topic should always leave your audience wanting more; in other words, your speech shouldn't include everything on the subject.

Part Two Sample Speech

A Whisper of AIDS Mary Fisher

1992 Republican National Convention Address Delivered 19 August 1992, Houston, TX

Less than three months ago at platform hearings in Salt Lake City, I asked the Republican Party to lift the shroud of silence which has been draped over the issue of HIV and AIDS. I have come tonight to bring our silence to an end. I bear a message of challenge, not self-congratulation. I want your attention, not your applause.

I would never have asked to be HIV positive, but I believe that in all things there is a purpose; and I stand before you and before the nation gladly. The reality of AIDS is brutally clear. Two hundred thousand Americans are dead or dying. A million more are infected. Worldwide, forty million, sixty million, or a hundred million infections will be counted in the coming few years. But despite science and research, White House meetings, and congressional hearings, despite good intentions and bold initiatives, campaign slogans, and hopeful promises, it is—despite it all—the epidemic which is winning tonight.

In the context of an election year, I ask you, here in this great hall, or listening in the quiet of your home, to recognize that AIDS virus is not a political creature. It does not care whether you are Democrat or Republican; it does not ask whether you are black or white, male or female, gay or straight, young or old.

Tonight, I represent an AIDS community whose members have been reluctantly drafted from every segment of American society. Though I am white and a mother, I am one with a