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全国英语演讲大赛“赛题锦囊”系列



——
即兴演讲篇
灵思泉涌

DEMYSTIFYING
IMPROMPTU SPEECH

杨莉芳 Mark Levine [美] 编著

外语教学与研究出版社
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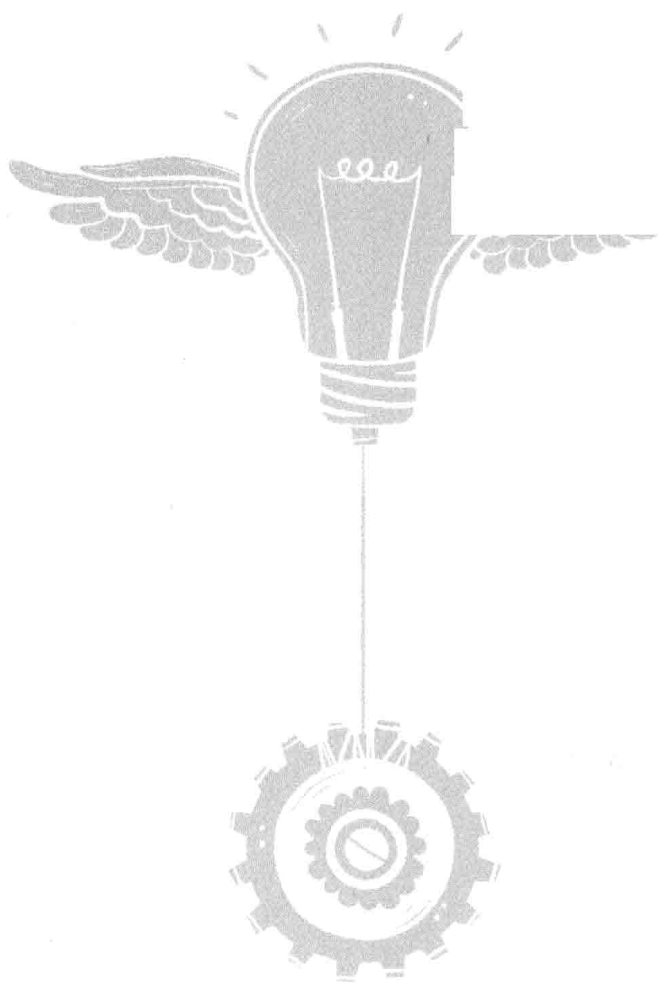
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演讲，是一种语言交际活动。但不同于日常对话，演讲面向公众，演讲者通常针对某个具体问题，鲜明、完整地发表自己的见解和主张、阐明事理或抒发情感，并期待对听众造成一定的宣传、影响的作用。曾有调查表明，演讲被大多数人视为最令人惧怕的活动之一。而用一门外语进行演讲，更加是对语言使用水平、逻辑思维能力、知识文化素养、跨文化沟通能力的全面挑战。

演讲按不同的演讲情境，分为照读式演讲、背诵式演讲、提纲式演讲和即兴式演讲等，其中即兴式演讲难度最大、要求最高。因为没有预先就话题进行长时间的思考和准备，演讲者往往凭借临场发挥，这种演讲方式最能体现演讲者的真实水平。好的即兴演讲效果，倚赖演讲者丰富的想象力和联想力、敏捷的逻辑思维能力以及大量的语言和材料储备。实际演讲中，信口开河、逻辑混乱、内容空洞等种种问题并不少见，这些都需要通过有针对性的训练来解决。

本书通过解析演讲话题实例，展示在即兴演讲中如何对话题进行临场理解分析、组织演讲思路、拓展思考路径。书中话题精选自“‘外研社杯’全国英语演讲大赛”历年决赛的即兴赛题，涵盖文学艺术、现代科技、商业、教育、体育、时尚等不同领域。每个即兴讲话题的解析由三部分构成：解题（ANALYSIS）——分析题目材料、提示可能拓展的演讲思路；示范提纲（SAMPLE SPEECH OUTLINE）——以某个特定角度为例，展示演讲的内容构成和思路发展；拓展练习（ADDITIONAL EXERCISES）——提供与话题材料或者解题部分相关的拓展性练习，帮助学习者基于本话题再进一步练习，在学习的内容上进行实践。此外，本书还收录了“‘外研社杯’全国英语演讲大赛”历年即兴演讲的部分赛题，供学习者练习使用。（书中涉及视频题材料可至 heep.unipus.cn 的“教材支持中心”下载）

本书可以作为英语演讲课程的教学材料，为教师的课堂活动设计、案例分析反馈、课下练习布置提供丰富的资源。还可以作为教师、学生参加演讲大赛的备赛资料，也适用于有兴趣提升个人演讲能力的英语学习者自学。

对一门语言的使用是对该语言文化的学习和掌握，本书的两位作者一东一西，提出了各种见解，这本身也是一种文化的碰撞和交流。希望在这种交流下，以演讲学习为媒介，促使英语学习者对语言与文化的关系进行更直观的体验和更深入的思考。

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• Culture

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Topic:

Filled with mouthwatering images, the documentary, A Bite of China, captures people's fascination for food and its preparation. According to the director, knowing how to create dishes was only one aspect of food culture. The documentary has tried to bring something new by presenting more of the cultural background to food, such as eating habits, manners and personal stories that reflect people's lives and attitudes toward food, which has aroused a round of mass reflection on Chinese food culture. What do you think should be at the core of Chinese food culture? (2012)

ANALYSIS

The Chinese food is well known. However, if we are asked to say something about it, it may take some time to find a focus because Chinese food can be so multifaceted. This topic asks about the CORE of Chinese food culture. It suggests that the speaker focuses on one thing and gives an extended speech.

There are a number of possible responses. The essence of Chinese food culture could be love. Chinese people love food. To cook a satisfactory dish, they won't hesitate to spend a lot of time. To find a most delicious cuisine in a remote restaurant, they won't care to cover a long distance. Their love for food can outweigh any trouble. And the love for food actually stands for the love for life. Only those enjoying life can exhibit a passion for food, which in some people's eyes may only be a necessity for survival.

The core of Chinese food can also be creativity. Over the years, Chinese people have developed various ways of cooking, including steaming, frying, stewing, braising... Even with the same material, there could be many recipes and tastes. For example, a cooking website can provide over 20 recipes on one material — *tofu*.

Inclusiveness is another important feature of Chinese food culture. Traditionally, there are eight main streams of Chinese cuisine, which are known as Anhui Cuisine, Canton Cuisine, Fujian Cuisine, Hunan Cuisine, Jiangsu Cuisine, Shandong Cuisine, Sichuan Cuisine and Zhejiang Cuisine. Each has its own complete system of cooking philosophy, cooking techniques and corresponding dining habits. What is most impressive is that even though the different cuisine

originated from particular areas, their influence has extended to other parts of the country and they have truly been appreciated by people from different areas. Besides, recent years have seen booming development of new trends of cooking which is to mix different cooking styles and create new tastes.

The spirit of being in harmony with the environment is also fully demonstrated in Chinese food. There is a big difference in the diets between northern and southern China, that is, the dishes made by northern chefs are in heavier taste and those by southern chefs are comparably lighter. Sometimes, we say it is tasty as sweet and fresh in southern Chinese food. In western provinces of China like Ningxia, Sichuan and Yunnan, the diets are made hot and spicy, because of the humid cold weather and high altitude. People believe that to perspire by eating food of such taste is a good way of preventing diseases caused by humidity and coldness.

There are also other features we may talk about. Perfection — a good cook would put emphasis on every aspect of the food including looks, smell and taste. Tradition — many foods are accompanied with a certain symbolic meaning related to traditions, including dumpling, *tangyuan*, *zongzi*, mooncake and so on.

SAMPLE SPEECH OUTLINE

CENTRAL IDEA: Unity is at the core of Chinese food culture.

INTRODUCTION: Chinese people are used to asking “Have you eaten?” as a most common way of greeting others. Food is an important part of daily life for Chinese people. Chinese not only enjoy eating but also believe eating good food can bring harmony and closeness to the family and relationships.

Main Point 1: The composition of daily meals is a unity of different materials and tastes.

Subpoint 1: Chinese daily meals consist of four food groups: grains, vegetables, fruit and meat. A meal would not be regarded as complete and satisfactory if any of the four groups is missing.

Subpoint 2: People tend to include and balance among different textures, flavors and tastes in a meal.

Main Point 2: The dining habits have the function of developing harmony.

Subpoint 1: The round table banquet and sharing promote the unity of family members.

Subpoint 2: Particular foods are to be eaten on specific occasions or with certain symbolic meanings. This is the combination of food and culture.

Main Point 3: The cooking philosophy demonstrates a belief in balance and unity.

Subpoint 1: The looking, taste and nutrition of food are equally important for the purpose of bringing both spiritual and physical enjoyment.

Subpoint 2: Cooking fits the geographic and climate change, which shows the unity between people and the environment.

CONCLUSION: To learn about the core of food culture, we could have a better understanding of unity being an important part of Chinese culture.

ADDITIONAL EXERCISES

1. Many foods have symbolic meanings in Chinese food culture. For example, fish has always been used to suggest the accumulation of prosperity and wealth with meals on Chinese New Year's Eve. If you are supposed to use one food to symbolize your family, what would you use?
2. What are the similarities and differences between Chinese and Western food cultures?
3. Western fast food is getting very popular among young people in China. What influence do you believe it will have on Chinese food culture?

Topic:

Words of Chinese origin are playing a key role in driving the ongoing globalization of English. The Oxford English Dictionary has about 1,000 words of Chinese origin, like guanxi, meaning interpersonal connections, and xiang, a dialect mainly spoken in Hunan Province. In August, 2013, The Wall Street Journal used the term dama to describe middle-aged Chinese women who play the gold market. According to Paul Payack, President and Chief Analyst at Global Language Monitor, Chinese is a major cause of the expansion of the English language globally and will continue to influence its growth throughout the 21st century. What is your view on this situation? (2013)

ANALYSIS

The topic approaches a linguistic phenomenon, the borrowing process of morphological development in languages. There are borrowed words in every language, be them more or less. English used to be a most important source of borrowed words in other languages in the world. Such Chinese words as *shafa* (sofa), *hanbao* (hamburger), *dishi* (taxi), *kele* (cola), *yinqing* (engine) are all borrowed from English. In Korean, as many as 15 percent of the words are borrowed from English. However, even though borrowed words are not a rare phenomenon, we need to find a focus in developing our speech. To achieve this purpose, better understanding of the topic is needed.

The first sentence of the topic states the central argument which can be interpreted in two aspects. First, English is growing global by borrowing words from other languages. Second, in this process, words of Chinese origin are playing a key role. The next two sentences illustrate the central argument by giving examples from two sources of how Chinese words have been borrowed to English. The first source tells about the quantity of such borrowing and the second tells about the influence that even the main-stream medium is using Chinese originated words when reporting on a Chinese event. The last sentence of the topic restates the central argument by quoting an authority.

If to follow the central argument of the topic, the speech could be discussing why Chinese

language has become an important source of borrowed words. The growing role of a language could be caused by the developing power of the country speaking that language. The past certain stage of vast influence of English on languages happened to be the period when English speaking countries of Britain and America were experiencing rapid development in industry, technology, economy and military. With the expansion of industrial, technological and economic products to other places of the world, the corresponding terms have been lent to other languages. Now that China is witnessing its booming developing era, many concepts with Chinese characteristics also cast influence on other parts of the world. Since no concept can be passed without language, the related Chinese words are frequently lent to other languages.

While in the first way of developing the speech, we could probe into the reason of Chinese words being lent by comparing with the situation of English words being lent in the past; another way to develop the speech is to contrast the two. A close look at the English words lent to other languages and the Chinese words borrowed in English may reveal that there is a considerable distinction. The borrowed words from English are usually of such categories as new technology, products and economic phenomenon, while the borrowed words from Chinese usually come from certain special phenomena unique to Chinese culture, from *kowtow*, *kung fu* and *tofu* lent to English in the past to *dama* recently. Such difference may tell us that Chinese language being lent does not necessarily mean China has gained advantage in every aspect compared with the rest of the world.

Another possible approach to the speech could be about the expansion of the English language globally. It's not only Chinese words that are lent to English. Words in other languages such as French, German, Arabic and Japanese have also come into English. In contrast to the expansion of English through borrowing from other languages, a policy has been implemented that many vastly recognized English acronyms such as "NBA" and "APEC" should not be used in the official media. The purpose of such a policy is to keep the purity of Chinese language. Therefore, it is meaningful to discuss which is a better way for language development — to expand it by introducing new words from other languages or to keep it purified by preventing words from other languages.

SAMPLE SPEECH OUTLINE

CENTRAL IDEA: The language influence of a country can imply that in what way the country is influencing the world.

INTRODUCTION: An important cause of the development of languages is the borrowing of words from other languages. We seldom find a modern language with no borrowed words. However, it's

not necessary that every language will have some words borrowed by others. Usually, the more words being lent, the more influential that language is perceived to be, and therefore the more prevailing the role that country plays. At the same time, it's not enough to just count the number of words being lent. It will be more enlightening to take a close look at what kinds of words are lent for the understanding of how the country is influencing the world.

Main Point 1: Language influence is a reflection of a country's technological and economic impact.

Subpoint 1: A large number of English words lent to other languages are terms for new technology.

Subpoint 2: Many English words being lent are brands of new products sold to every corner of the world with economic development.

Main Point 2: Language borrowings are the result of a country's culture exportation.

Subpoint 1: Such terms as *jueshi* (jazz), *xipi* (hippie) come from the introduction of American pop culture to China.

Subpoint 2: Most of the Chinese words lent are accompanied with cultural phenomena.

Main Point 3: A comparison of the words borrowed from two languages can tell how different the two countries are casting influence.

Subpoint 1: With the majority of words being lent from economic and technical products and the minority being cultural phenomena, English-speaking countries are influencing the world mainly technologically and economically and sometimes culturally.

Subpoint 2: Many of the Chinese words borrowed by English are about Chinese cultural phenomena but there is a recent increase of terms resulted from economic development. This shows while China used to have an impact of cultural features, its economic influence is increasing.

CONCLUSION: The language influence can be an interesting area of research and can help understand how the country is attracting attention from the rest of the world.

ADDITIONAL EXERCISES

1. Which do you think is a better way to develop a language, to expand it by embodying any new elements from other languages or to keep its purity by avoiding "contamination" from others?
2. Talking about language and culture, on the one hand language is usually viewed as the carrier and container of culture; on the other hand, there is also the view that the structure of a language

influences how its speakers view the world. What do you believe is the relationship between language and culture?

3. If a foreign friend would like you to choose three Chinese words to introduce the essence of Chinese culture, which three would be your choice and how would you explain Chinese culture by using these three words?

Topic:

Today, there are over 200 items on the list of UNESCO World Intangible Cultural Heritage. These include Chinese calligraphy, the Tango in Argentina, and Viennese coffee house culture in Austria. This year, there will be new members. China's abacus, the zhusuan, has been included because of the wisdom behind its inception that allowed for rapid calculations long before computers were invented. Korean kimchi (泡菜) which represents a "sharing" spirit in Korea — traditionally the whole neighborhood will work jointly during the kimchi-making process — has also been added to the list. What standards would you set when you add to the list of Intangible Cultural Heritage? Why? (2013)

ANALYSIS

According to UNESCO, the Intangible Cultural Heritage “is not limited to material manifestations, such as monuments and objects that have been preserved over time. This notion also encompasses living expressions and the traditions that countless groups and communities worldwide have inherited from their ancestors and transmitted to their descendants.” Hence, for instance, it is not the abacus itself that values but the “wisdom” that has been passed down through generations together with this tool. It is the “sharing” spirit involved in making *kimchi* rather than the food itself that leads to its inclusion in the heritage list.

Considering the standards to be set for adding items to the Intangible Cultural Heritage list, we can begin by examining some of those that are already on this list and then use this to identify a limited number of specific features. On the list we can find, such as, the traditional art of *jamdari* weaving in Bangladesh, Khmer shadow theater in Cambodia, *guqin* and its music in China, batik in Indonesia, kabuki theater in Japan, mariachi music in Mexico and flamenco dance in Spain.

Through examining these listed items, five evident features can be found.

First, we can see that none of these items are recent inventions. They are not new, but rather each has a long history tracing back centuries. *Guqin* in China can be traced back thousands of years. Surely we cannot deny that high-tech items might be included on the list, but it will only

happen in the distant future.

Second, each item is distinctive and representative of a specific culture or country (or geographical region). Just as the Chinese calligraphy would immediately remind people of China, and flamenco or kabuki dance would bring memories of Spain or Japan respectively.

Third, the importance of these items lies in their spiritual or artistic value, rather than the value as commodities. Though some items might be bought or sold, it is not this value in money leading to its inclusion on this list.

Fourth, in most cases, these items are not the property of a certain elite group. Rather, they belong to the common people who form the majority in society.

Finally, some of these items might be in danger of extinction. Just as it is much easier to perform calculations using computers, thus the abacus is gradually forgotten by the Chinese.

Now the common features of existing records have been summarized, from which the standards for eligible items could be derived.

SAMPLE SPEECH OUTLINE

CENTRAL THEME: By examining items on the UNESCO list of Intangible Cultural Heritage, we can identify five main features for the standards: long history, representative of a culture or country, spiritual or artistic value, belonging to the majority of the people, and in danger of extinction.

INTRODUCTION: Standards for adding items to the UNESCO list of Intangible Cultural Heritage could be derived from examination of some items that are already on that list. By doing so, we can identify five main features.

Feature 1: Long history, and time-honored.

Example: *Guqin* and its music in China.

Feature 2: Representative of a culture or a country.

Example: Chinese calligraphy; flamenco dance in Spain.

Feature 3: Spiritual or artistic value, rather than the value as commodities.

Example: Kabuki theater in Japan.

Feature 4: Not the property of a certain elite group; belonging to the common people.

Example: Korean *kimchi* (泡菜) which represents a “sharing” spirit in Korea.

Feature 5: In danger of extinction.

Example: Abacus and its calculation skills.

CONCLUSION: By looking at items currently on the UNESCO list, these five features could serve as the standards for items to be included in the Intangible Cultural Heritage list.

ADDITIONAL EXERCISES

1. According to the features mentioned above, can you list three items that you would suggest be added to the UNESCO list? Try to come up with at least one that comes from your home province.
2. Some people argue that today's world is faced with too many problems that require our attention and that we don't have the time or resources to care for things from the past. Outline an argument to challenge that point of view.

ADDITIONAL RELATED TOPICS

1. Many Chinese people believe that we understand the West better than the West understands China. But experts have pointed out that a nation's culture is about more than movies, food and games. Culture is a rich and multi-layered concept. For example, Many Chinese youngsters can recognize the U.S. one-dollar bill, but few of them truly understand the motto printed on it, "IN GOD WE TRUST." What, do you think, is involved in understanding a nation's culture? (2011)
2. The latest edition of *The Contemporary Chinese Dictionary* which included more than 239 terms containing Latin letters, has caused a stir in media and academic circles. More than 100 scholars have signed a letter of complaint, condemning the inclusion of terms like NBA, WTO, CPI and PM2.5 as threatening the Chinese language, and destroying "the very foundation of Chinese culture." Some other scholars, however, supported the inclusion of foreign words and acronyms in common usage and voiced their strong confidence in the future of Chinese and Chinese culture. What is your stance on this debate? (2012)

