



● 英汉对照

演讲 的艺术



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前言

本书概括卓有成就的演讲者有代表性的各类成功演讲，为读者学习和训练口才提供了便利且有用的材料。

热切地建议学生每次选择一篇演讲词，仔细分析，体会其独具的特色，并大声诵读，然后再学习下一篇。这样学生便能全面了解演说的主要形式，并且能学以致用。

演讲者只有通过不断演讲才能提高演讲水平，这是最基本的规则。因此，仔细阅读、研习这些演讲对于提高学生的文学品位、培养他们良好的演说才能大有裨益。

格伦维尔·克莱泽



Preface

This book contains a varied representation of successful speeches by eminently successful speakers. They furnish, in convenient form, useful material for study and practise.

The student is earnestly recommended to select one speech at a time, analyze it carefully, note its special features, practise it aloud, and then proceed to another. In this way he will cover the principal forms of public speaking, and enable himself to apply his knowledge to any occasion.

The cardinal rule is that a speaker learns to speak by speaking, hence a careful reading and study of these speeches will do much to develop the student's taste for correct literary and oratorical form.

Grenville Kleiser





绪论

格伦维尔·克莱译

演讲的目的及意义

显然,演说的风格由你预期的目标来决定。如果你要宣扬重要的真理,或者致力于一项伟大而明确的事业,那么你的演讲可能会充满激情并极具说服力。

然而,如果你的演讲是出于自私的目的——为了自我宣传,或满足自己特殊的利益,如果你把演讲看成一件烦人的事情,或过于担心听众对你及你所付出努力的看法,那么你几乎注定要失败。

另一方面,如果你真诚地关心听众的利益,真正希望提供有益的公共服务——忘我地诚心服务于他人,那么你就具备了获得演讲真谛的最本质条件。

Introduction

Grenville Kleiser

Aims and Purposes of Speaking

It is obvious that the style of your public speaking will depend upon the specific purpose you have in view. If you have important truths which you wish to make known, or a great and definite cause to serve, you are likely to speak about it with earnestness and probably with eloquence.

If, however, your purpose in speaking is a selfish one—if your object is self-exploitation, or to serve some special interest of your own—if you regard your speaking as an irksome task, or are unduly anxious as to what your hearers will think of you and your effort—then you are almost sure to fail.

On the other hand, if you have the interests of your hearers sincerely at heart—if you really wish to render a worthy public service—if you lose all thought of self in your heartfelt desire to serve others—then you will have the most essential requirements of true and enduring oratory.





目标明确的必要性

对于演讲最终期望达到的目的要了然于胸，这一点至关重要。这一目标应该贯穿始终，这样你才能确保演讲的每一步都朝着预期的目标坚定地前进。

作为演讲者，你责任重大。不论好坏，你都会影响到别人。你所说的话就像无数的种子，种在听众的脑海里，在那里无论是“瓜”还是“豆”都会繁衍生长。你说的话可能会产生长远的影响，所以在规划和准备演讲时做到深思熟虑是十分重要的。

演讲的最高目标不仅仅是说教或娱乐，而是影响人们的意志，使他们与你产生思想共鸣，说服他们按照你的方式行事。一旦有正义事业作为后盾，这就是一个崇高的目标，值得你付出所有的才智和努力。

演讲成功的关键

卓越的演讲关键在于真挚。你自己必须让鞭策他人的话语符合真理和情理，这样才能使别人为你崇高的目标所打动。拥有他们的信任和祝福，你的演讲离成功已经咫尺之遥。

The Necessity of a Definite Object

It is of the highest importance for you to have in mind a clear conception of the end you wish to achieve by your speaking. This purpose should characterize all you say, so that at each step in your speech you will feel sure of making steady progress toward the desired object.

As a public speaker you assume serious responsibility. You are to influence men for weal or woe. The words you speak are like so many seeds, planted in the minds of your hearers, there to grow and multiply according to their kind. What you say may have far-reaching effects, hence the importance of careful forethought in the planning and preparation of your speeches.

The highest aim of your public speaking is not merely to instruct or entertain, but to influence the wills of men, to make men think as you think, and to persuade them to act in the manner you desire. This is a lofty aim, when supported by a good cause, and worthy of your greatest talents and efforts.

The Key to Success in Speaking

The key to greatness of speech is sincerity. You must yourself be so thoroughly imbued with the truth and desirability of what you are urging upon others that they will be impressed by your integrity of purpose. To have their confidence and good will is almost to win your cause.





但是你的演讲必须有说服力，因此论据也就必须要深刻而全面，这样才能期望说服并影响其他人。责任、需要、高尚、深信不疑和真心为他人谋福利的兴趣——这些才能产生真正的热忱，也是富有激情、充满说服力的演讲的精华。

利顿勋爵强调演讲者真诚的目标至关重要。提到英国国会的演讲，他说：“对你要说的主题拥有良好的感知和足够的知识，然后满怀诚意地用你自己真正的信念去感染其他人。无论你演讲的是什么，即使你的手势违反了昆体良提出的每一条规则，你也能使那些最有才华、最挑剔的人包括世界上最高贵的英国议会都竖起耳朵倾听，并影响他们的辩论。”

记住，你演讲的目的不仅仅是使听众相信你，而且还要说服他们。仅仅使他们同意你说的话还不够，必须说服他们按照你的要求去行动。

因此，你的目标应该是既抓住他们的思想又深入他们的内心。要达到第一个目标，需要可靠的论据、明确的方法和不可争辩的事实；而要实现第二个目标，则需要生动的想象、具体的说明和丰富的感情。

了解人性的必要

了解普通听众的品味、爱好、成见和癖性将有

But you must have deep and well-grounded convictions before you can hope to convince and influence other men. Duty, necessity, magnanimity, innate conviction, and sincere interest in the welfare of others,—these beget true fervor and are essential to passionate and persuasive speaking.

Lord Lytton emphasized the vital importance of earnest purpose in the speaker. Referring to speech in the British Parliament he said, "Have but fair sense and a competent knowledge of your subject, and then be thoroughly in earnest to impress your own honest conviction upon others, and no matter what your delivery, tho your gestures shock every rule in Quintilian, you will command the ear and influence the debates of the most accomplished, the most fastidious, and, take it altogether, the noblest assembly of freemen in the world."

Keep in mind that the purpose of your public speaking is not only to convince but also to persuade your hearers. It is not sufficient that they merely agree with what you say; you must persuade them also to act as you desire.

Hence you should aim to reach both their minds and hearts. Solid argument, clear method, and indisputable facts are necessary for the first purpose; vivid imagination, concrete illustration, and animated feeling are necessary for the second.

The Need of a Knowledge of Human Nature

It will be of great practical value to you to





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很大的实用价值。你的演讲越能适应这些普通人，你就越可能成功地影响到所有听众。

所以，尽量使用你认为那些普通人容易理解的词、短语、例子和论据，避免使用任何可能引起他们困惑、心烦或偏见的词语。采用一切合理的方法赢得他们的好感和赞同。

演讲并不是独白，而是一种对话，在这个过程中，你是演讲者，而听众则是沉默而质疑的谛听者。他的脑子里时刻对你持有一种疑问的态度。你演讲的最后的成功将取决于你在多大程度上成功地回答了这些沉默而迫切的疑问。

使听者信服的过程主要依赖于先使自己信服。即便缺乏感情，你也许仍能在听众面前自圆其说，但是要想深入他们的内心，并确实达到预期的目标，就必须首先使自己感动。

作为演讲者，你的工作与演员或朗诵者有本质的差别，你不是模仿别人，也不是解说他人的思想。你首先必须自然、真实、诚挚、热切。你的工作是富有创造性和建设性的工作。

have a knowledge of the average man comprising your audience, his tastes, preferences, prejudices, and proclivities. The more you adapt your speech to such an average man, the more successful are you likely to be in influencing the entire audience.

Aim, therefore, to use words, phrases, illustrations, and arguments such as you think the average man will readily understand. Avoid anything which would cause confusion, distraction, or prejudice in his mind. Use every reasonable means to win his good will and approval.

Your speech is not a monolog, but a dialog, in which you are the speaker, and the auditor a silent tho questioning listener. His mind is in a constant attitude of interrogation toward you. And upon the degree of your success in answering such silent but insistent questions will depend the ultimate success of your speaking.

The process of persuading the hearer depends chiefly upon first being persuaded yourself. You may be devoid of feeling, and yet convince your hearers; but to reach their hearts and to move them surely toward the desired purpose, you must yourself be moved.

Your work as a public speaker is radically different from that of the actor or reciter. You are not impersonating some one else, nor interpreting the thought of another. You must above all things be natural, real, sincere and earnest. Your work is creative and constructive.



演讲者正确的态度

不管你学习、计划或事先考虑了多少,在对听众演讲时不能有任何故意做作的痕迹。那时,一切都必须与你的品格相吻合。

演讲的诚挚来源于你对瞄准的目标有清楚的构思,并且有一种实现它的强烈愿望。在这种情况下,你可以调动一切有用的思维和情感来助你一臂之力。你的心智能力被激发而进入最活跃状态,这样你就可以竭尽全力奔向前面的目标。

但是不管你对自己所拥护的事业的真理性和正义感有多么炽热,你最好还是经常把这种情感控制在适当的程度上为好。你可以充满活力却不可狂热,可以热情洋溢却不能夸大其词。

你不仅要充分了解自己以及演讲的主题,还必须熟知听众。你应该仔细思考出一种协调好自己与听众的最佳方法。可以通过倡导某种大家公认的原则,比如爱国主义、公平、人性、勇气、责任或正义来实现这种协调的状态。

菲利普·布鲁克斯说给传教士的话也同样适用于其他形式的演讲:“布道中的一切都必须首先体现在传教士身上;头脑清楚、说话富于逻辑、活泼、热诚、和蔼以及有眼光都必须是他本人的品



The Right Attitude of a Speaker

However much you may study, plan, or premeditate, there must be no indication of conscious or studied attempt in the act of speaking to an audience. At that time everything must be merged into your personality.

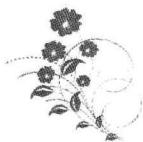
Your earnestness in speaking arises principally from having a distinct conception of the object aimed at and a strong desire to accomplish it. Under these circumstances, you summon to your aid all your available power of thought and feeling. Your mental faculties are stimulated into their fullest activity, and you bend every effort toward the purpose before you.

But however zealous you may feel about the truth or righteousness of the cause you espouse, you will do well always to keep within the bounds of moderation. You can be vigorous without violence, and enthusiastic without extravagance.

You must not only thoroughly know yourself and your subject, but also your audience. You should carefully consider the best way to bring them and yourself into unity. You may do this by making an appeal to some principle commonly recognized and approved by men, such as patriotism, justice, humanity, courage, duty, or righteousness.

What Phillips Brooks said about the preacher, applies with equal truth to other forms of public speaking: "Whatever is in the sermon must be in the preacher first; clearness, logicalness, vivacity, earnestness, sweetness, and light, must be personal





质，然后才能成为他传达给教徒们的思想品质和语言风范。”

在认真学习了演讲的原理之后，你应该有计划地面对真实的听众经常进行定期练习。到处都有协会和社团不断地寻找优秀的演讲者，如果你的演讲能力已经达到一定水平，那么将有足够的机会等着你。

下面为你总结一些最基本的要点：

1. 每天大声朗读

这对于最大限度地提高你的演讲素养不可或缺。大声朗读，如果你认真去做的话，能迫使你读出所有单词，而不是像默读那样一掠而过。此外，它还有助于使你对于文章的韵律和结构得到一种有声的印象。

记住以下大声朗读的目的：

- (1) 提高讲话的音量。
 - (2) 学会明确表达思想。
 - (3) 培养准确发音。
 - (4) 训练英式风格。
 - (5) 增加单词储量。
 - (6) 在脑子里储备论据。
 - (7) 分析作者思想。
 - (8) 扩充基础知识。
- ### 2. 养成记笔记的习惯
- 对于你很感兴趣并且打算日后进行演讲的题

qualities in him before they are qualities of thought and language in what he utters to his people."

After you have earnestly studied the principles of public speaking you should plan to have regular and frequent practise in addressing actual audiences. There are associations and societies everywhere, constantly in quest of good speakers. There will be ample opportunities for you if you have properly developed your speaking abilities.

And now to sum up some of the most essential things for you:

1. Read Aloud Every Day

This is indispensable to your greatest progress in speech culture. Reading aloud, properly done, compels you to pronounce the words, instead of skimming over them as in silent reading. It gives you the additional benefit of receiving a vocal impression of the rhythm and structure of the composition.

Keep in mind the following purposes of your reading aloud:

- (1) To improve your speaking voice.
- (2) To acquire distinct enunciation.
- (3) To cultivate correct pronunciation.
- (4) To develop English style.
- (5) To increase your stock of words.
- (6) To store your memory with facts.
- (7) To analyze an author's thoughts.
- (8) To broaden your general knowledge.

2. Form the Note-Book Habit

Keep separate note-books for the subjects in which you are deeply interested and on which you





目做分类笔记。在笔记本中把来源于观察、交谈、阅读和思考的任何有价值的观点立即记录下来。

用这种方式积累有用资料的速度之快会令你惊喜。在紧急情况下你可以求助于自己积累的演讲材料,及时解决“说什么”的问题。

保持笔记本内容的系统有序,将不同概念按照标题进行清晰地归类。如有可能,把自己的一些想法按正规演讲的格式写下来。每周大声朗读一次笔记本上的内容。

3. 每天研习字典

每天至少花五分钟大声诵读字典,特别要注意单词的读音和意义。这是积累大量词汇的最有效的方式之一。

养成查阅字典的习惯。对词汇要有兴趣。在上下文中学习单词。制定针对自己的单词列表。做到专词专用。泛读时记下重要的词汇。

词汇堪称演讲的重要工具。在日常谈话中要“咬文嚼字”,对于有疑问的词义及时查阅字典。做一个认真学习词汇的学生。

4. 系统地训练思维能力

每天花时间开发明辨是非的思维能力。学会