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# 新编英语 演讲与辩论

武光军◎总主编  
顾国平 张娟◎主 编

 中国人民大学出版社

大学高级英语系列教材



# 新编英语 演讲与辩论

New English Speeches & Debates

总主编 武光军  
主 编 顾国平 张 娟

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# 前 言

《新编英语演讲与辩论》以能力为导向，在注重学生口头表达能力的同时，突出学生批判性思维、调查研究和合作学习等能力的培养。演讲和辩论属于公共沟通能力，有不同于互动型人际交流的表达形式和技能，需要提前进行充分的准备。准备的过程是一个通过调用各种思想和学术资源不断寻找、发现、解决问题的过程，也是一段在智力上不断自我挑战、自我磨砺的旅程。当然，认真地准备和参与英语演讲与辩论也会带来心智上丰厚的回报，不仅可以巩固和提升学生英语口语的综合运用能力，还能丰富学生在中西方人文社会、政治法律、公共政策、伦理道德等诸多领域的知识，训练基于事实与逻辑进行陈辞与论辩的能力，使学生远离偏见与粗浅印象，培养批判性思维能力和研究能力。

本教材分为英语演讲和英语辩论两部分，演讲部分由张娟负责编写，辩论部分由顾国平负责编写。英语演讲部分采用知识和实践相结合的方式，配以英语演讲实例，系统介绍演讲的类型、关键要素和步骤。该部分的一大特色是通过贯穿始终的小组实践项目，引导学生以团队合作的模式，依次完成从选题、撰写提纲、准备草稿到口头演讲等一系列的任务，鼓励学生把所学知识与实践操作相结合，同时着重培养学生进行相互交流、合作和评价的学习意识和习惯。该部分结构清晰、层次分明，能够循序渐进地帮助学生提高英语综合运用能力、调研分析能力和口头表达能力。

演讲部分的编排分为五章。第一章是对演讲的概念和分类的介绍；第二章至第四章完整地介绍了演讲稿的准备过程，主要包括选择演讲题目、撰写提纲和演讲稿；第五章则对发表口头演讲的过程和要素进行了详细说明。演讲部分的章节结构包括课前问题、正文阅读材料和练习。

**Warm-up Questions:** 学生学习每一章节之前对此章节的相关问题进行思考并查找资料，为上课做准备。

**Public Speaking-related Reading:** 正文阅读材料。

**Exercises:** 包括 2~3 个练习,既有基于主题阅读材料的归纳和回顾,也有针对每一章节演讲技巧的小组实践活动和演讲实例赏析。

英语辩论部分采用的辩论形式是英国议会制辩论,共四队八位辩手,正反双方各两队。这一辩论形式是目前国际通行的一种校级英语辩论,模仿英国下议院的辩论模式,注重政策辩论,充满思辨乐趣。辩论部分的编排以辩论过程和辩论技巧为主线,除第六章是辩论的相关概念和类型介绍外,第七章到第十一章分别是正方立论、反方立论、驳论和质询、扩展辩论和总结陈述。本教材旨在将英语口语训练融入思辨能力和研究能力的培养,鼓励学生在掌握相关辩论知识和要求的基础上,在教师的指导下参与辩论实践,认真收集辩论素材,辨别事物、事件的情况,辨析观点、论断的逻辑,在享受思辨乐趣的同时,逐渐提升严谨的思维与研究能力。

辩论部分的章节结构由课前问题、正文阅读材料和练习三大部分组成。

**Warm-up Questions:** 学生课前阅读该章节辩论过程和技能的相关阅读材料,回答问题,为课堂活动做准备。

**Debate-related Reading:** 正文阅读材料。

**Exercises:** 包括 2~4 个练习,既有基于主题阅读材料的问题分析,也有针对该章节辩论技巧的练习,便于学生复习和巩固所学知识。

本教材适用于高等院校英语专业学生和具有较好英语语言能力的演讲、辩论爱好者。教材后面附有练习答案,供教师和学生参考。

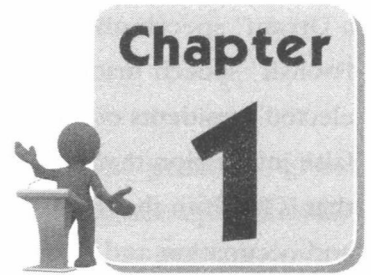
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编者

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# Definition and Varieties of Public Speaking



## Warm-up Questions

1. What do you think is public speaking? And on what occasions is public speaking needed?
2. What types of public speaking have you ever made or attended?
3. What do you think are the major differences between public speaking and a casual conversation?

## 1.1 Definition of Public Speaking

Public speaking is in nature a vital means of communication. Throughout history people have used public speaking to share with others information, to convey their ideas and to influence others. According to Stephen E. Lucas, public speaking is a way of making your ideas public.



We have all listened to or watched powerful English speeches made by country leaders or celebrities or great figures at one time or another, such as the famous “I Have a Dream” speech given by Martin Luther King, Jr. in the 1960s, the “Stay Hungry, Stay Foolish” speech made by Steve Jobs, and the inaugural addresses given by the newly-elected Presidents of the United States, and so on. The great speeches in history give the false impression that public speaking is only necessary at critical historical moments. Yet that is far from the truth. Public speaking is a skill that is required in almost every career and occupation and at many social occasions. Teachers engage in public speaking when they deliver lectures to their classes; students engage in public speaking when they make presentations in front of the class; engineers may need to speak to their coworkers about newly-fixed machines; managers make public speeches at the company meetings; award-winners are more often than not required to make short speeches on stage; an average person may be asked to give a farewell toast at a party. Public speaking skill has been ranked by many employers as one of the most important personal qualities of college graduates. It is one of the abilities they take into serious consideration when they decide whom to hire and whom to promote.

Almost every one of us will be involved in public speaking in some form at some point of time in our lives. It is necessary for us to get prepared when the chance comes. For language students, especially for English majors, learning public speaking skills also helps to achieve a number of goals. It helps to enhance students’ mastery of language and presentation ability. It also helps students to develop research and critical thinking capacity because public speaking is not only a process of information collection, analysis and evaluation, but also a process of examining evidence, reasoning, and forming judgments. Learning public speaking skills also helps students to overcome stage fright through practice and boost their self-confidence.

## 1.2 Types of Public Speaking

Public speaking can be classified into various types according to different criteria. In terms of the degree of readiness or the time of preparation, public speaking can be classified into two categories: prepared speech and impromptu or extemporaneous speech. When it comes to the effect the speaker intends to extend upon the audience

or simply, the purpose of communication, public speaking falls into the following categories: informative, persuasive, commemorative, ceremonial, after-dinner and competitive speech and others.

### 1.2.1 Informative Speeches

Informative speaking is ubiquitous in people's daily life. The professor gives students lectures about the influences exerted by artificial intelligence upon human beings; the doctor explains the diagnostic results to the patients; the CEO of an enterprise introduces the company's operating status to the stockholders; the statesman informs the representatives of the newly drafted educational policy. Situations in which informative speaking occurs are everywhere and being proficient in this form of communication will not only be beneficial to you as a student today, but will also become a valuable asset in your entire life.

The key point to which a speaker needs to pay close attention is that the purpose of informative speaking is to deliver knowledge and information to the audience. Therefore, the speaker is not supposed to hold partiality for one standpoint and against another. Being neutral and objective is the primary principle when delivering informative speech. According to Stephen E. Lucas, an informative speech will be judged in light of three general criteria: 1) Is the information communicated accurately? 2) Is the information communicated clearly? 3) Is the information made meaningful and interesting to the audience?

Informative speeches can be further classified into four categories: 1) speeches about objects, 2) speeches about processes, 3) speeches about events, and 4) speeches about concepts.

#### • Speeches About Objects

We can list thousands of objects without much hesitation, which can be common stuff used in our daily lives, or unique animals unusual to most people, or mysterious organizations unacceptable to traditional people. An object can be described from multiple perspectives, but you need to choose a specific purpose that focuses on one aspect of your subject. For example, if the chosen object is computer, you can limit the purpose of the speech into: to inform the audience of the evolutionary history of computer, which is not too broad to achieve. On the contrary, "to inform my audience

about computers” is far too general for a speech. Imagine you plan to introduce every aspect of the computer: inside structure, appearance design, how to fix it when it’s broken, what to pay attention to when purchasing a computer, and so on, your speech will be extremely redundant and tedious and the audience will be distracted by even a heavy breathing, because they do not have a specific topic to focus on. So it is vital to bear the principle in mind: find a specific purpose of your speech and do not be too general.

Informative speeches are usually organized in three ways. When you want to describe the historical evolution of the subject, you should arrange your speech in chronological order. If your intention is to explain the characteristics or the subcategories of the subject, you need to put your speech in topical order. You are supposed to organize your speech in spatial order when you want to introduce the geographical features of a region or design framework of a building.

### ● Speeches About Processes

A process is a series of actions that are done in order to achieve a particular result, or a series of things that happen naturally and result in gradual change. Nevertheless, one point you need to remember is to be specific when choosing a topic.

There are two types of informative speeches about processes. The first kind explains a process with the aim to facilitate the audience’s comprehension of how it happens or works. The audience would clearly know the steps of the process and the relations between the steps. For example, if your purpose is “to inform my audience how the AI AlphaGo defeated human beings in the match,” you should describe the way AlphaGo thought and acted during the match. Through your informative speech, the audience would be well aware of the operation process of AlphaGo.

Another kind of speech explains a process so that the audience will better understand the skills or techniques involved. Therefore, your goal is to make your audience grasp a new skill. For instance, if your purpose is “to inform my audience how to make a beautiful and attractive PowerPoint,” you had better teach them professional techniques conducive to the preparation process of PowerPoint and thereby your audience can put them into practical use.

Visual aid is crucial when you prepare or deliver an informative speech about process. In some cases it is more helpful to conduct or perform the process step by step

in front of your audience.

There are two major ways to organize a speech about process. If you want to present your audience the steps of the process from the beginning to the end, organize your speech in chronological order. If you want to emphasize the main techniques or skills needed in conducting the process, it is better to organize your speech in topical order.

### ● **Speeches About Events**

An event is something that happens, especially something important or unusual. For example, bungee jumping, environmental pollution, volunteer work, social media, and the like can be suitable subjects for informative speeches about events. As usual, you need to concentrate on a very specific purpose that can be finished within a short speech.

Speeches about events are often organized in two ways. Chronological order is a good choice if you want to recall the history of an event. You can retell the event as it occurred and connect one incident with another. Causal order is preferred when your concentration is on the reasons that lead to the happening of the event. You need to analyze and make conclusions about the factors involved.

In addition to explaining what happened or why it happened when delivering informative speeches about events, you can start with any perspective or a combination of several perspectives, such as historical background of the event, indications or influences of the event and celebrities getting involved in the event. Applying a topical order in such cases is the best alternative.

### ● **Speeches About Concepts**

When it comes to concepts, values, beliefs, viewpoints and principles may come to your mind. Concepts are abstract and complicated and therefore harder to explain, especially to audiences who are new learners of your topic. Therefore, it is primarily important not to use academic or technical expressions, but to take advantage of vivid examples and other effective means such as making comparisons between similar concepts and connecting the concepts with realities in life. Use the means that will help make your speech acceptable and understandable to your audience.

Generally, topical order is the first choice and the easier one to deal with for

speeches about concepts. Basically, the only thing you need to do is list the major features of your concepts and work out the relations between them. You can also enumerate different schools or academic branches concerning your concepts and make comparisons and contrasts between them. The key is always to make your speech clear, logical and comprehensible to your audience.

The boundaries that distinguish informative speeches about objects, processes, events, and concepts are not absolute or unconditional. In some cases, subjects classified into one category also fit into other categories. For example, you can consider Bible as an object and explain its origin and content, or you can regard it as a concept, a religious belief significant to the Christians. Therefore, the primary step to prepare for an informative speech is to decide which category your subject best fits into.

### 1.2.2 Types of Persuasive Speeches

Persuasion is everywhere. It accounts for a large proportion of our everyday conversation and communication. Salespeople try to persuade consumers to buy their products; lawyers try to persuade judges to announce their defendants innocent; kids try to persuade their parents to buy toys for them. We are exposed to countless persuasion processes every day. The most notable one might be TV commercials. Grasping the persuasion skills will not only benefit you as a student, but will be conducive to your life in every perspective. For example, understanding the techniques of persuasion will help you to become rational and informed and thereby escape the persuasions that are unnecessary to you.

When you deliver a persuasive speech, your primary goal is to get your audience to agree with your point of view concerning a specific topic, or at least to change their attitudes to some degree. For instance, the audience who are hostile to your opinion can be persuaded into being neutral towards your viewpoint. Therefore, the evaluation criteria of a persuasive speech are largely determined by the “target audience.” It is unnecessary or even impossible to persuade every listener to agree with you or act on your beliefs. It helps a lot if you do some interviews, surveys or questionnaires before you start your speech to ascertain your target audience and the reasons why they hold different opinions against you. When you prepare for your speech, target directly at the audience who are neutral or slightly disagree with you, since it is almost impossible to

persuade those audiences who firmly oppose you and it is unnecessary to persuade the ones who agree with you.

Compared with informative speaking, persuasive speeches are more complex and challenging since you need new skills in addition to all the skills required in informative speeches. Generally speaking, in order to arouse the audience's empathy, most speakers are likely to capitalize on emotional appeal, but you need to pay close attention to the degree and validity of it. Try not to overstate or exaggerate the illness of the opinions or people you are contending with. Nor should you excessively eulogize views you agree with. Being ethical and reliable is most valuable and vital to your success of persuasive speeches; after all, the storytellers' credibility is the paramount consideration of the audience.

### ● Persuasive Speeches on Questions of Facts

Fact, as its name suggests, is a piece of information that is known to be true. Some questions of facts can be answered without any doubt and disagreement. For example, "Who won the 2016 American Presidential election?" "Who is the CEO of Tencent?" However, some questions of facts cannot be answered absolutely or without any dispute. Most often, such questions are about prediction and uncertainty. Will China become the largest economy in future? Why did dinosaurs get extinct? No final answers to these questions have been found or recognized universally, but there are always people trying to speculate answers to these questions and convince others to acknowledge their conclusions.

To some degree, persuasive speeches on questions of facts share some similarities with informative speaking: both of them introduce certain information and facts to the audience, but with different purposes. Informative speeches intend to state some facts without choosing standpoints. When it comes to persuasive speeches on questions of facts, however, the aim is to emphasize and advocate certain aspect of the facts and refute or oppose some other competing aspects. Generally, this kind of speech is organized topically with main points stated respectively.

### ● Persuasive Speeches on Questions of Value

Looked from different standpoints, one question can be judged both as a matter of fact and a value issue. To take one example of artificial intelligence, if you ask "What

scientific knowledge is adopted to operate AI?” you are discussing this issue at a purely factual level and experts on it can answer it without dispute. But if you ask “Is it morally justifiable to abuse AI?” you raise this issue to a value level and people’s opinions on it vary from one another. Questions of value involve not only matters of facts, but also personal value judgment, which is largely based on personal understanding of fairness and righteousness.

When you express your favor of typewriting, saying that typewriting is your favorite way to write rather than handwriting, you do not need to provide any evidence to justify your claim. However, if you state that typewriting is more convenient and effective than handwriting, you need to be responsible for your judgment and offer related proof to demonstrate it. Questions of value are not just about personal preferences towards certain stuff, they also involve value judgment, and thereby you need to pay close attention to the standards for your value judgment.

Most often, persuasive speeches on questions of value are organized in topical order. Generally speaking, you should first of all establish the standards for your value judgment. You are then supposed to focus on the application of the standards to your speech topic to justify your claim. In some cases, you do not need to establish standards yourself; your work most often focuses on testifying your value judgment against some existing recognized standards. For example, you can claim that some phenomena contradict our legal and moral principles or violate religious beliefs and social conventions.

Apparently, there is a strong logical relation between value judgment and actions. If you are persuaded to believe that something is wrong, you will consequently do your utmost to avoid such actions.

### ● Persuasive Speeches on Questions of Policy

Questions of policy exist in every range and aspect of our lives, and every policy or action we conduct involves decisions, which are based on facts and value judgment. We can very well say that questions of policy largely depend on facts and value judgment. Meanwhile, we need to go beyond them to decide what actions should be advocated and implemented or abolished.

There are two types of speeches on questions of policy, and each of them requires different approaches. First of all, if your final purpose is only to get your audience’s

agreement with your advocacy of certain policy, you don't need to encourage them to implement or conduct your policy, but only to believe that your policy is necessary and desirable. However, if you seek immediate action from the audience, your focus should be on the subsequent result of your speech, that is, what actions the audience will conduct to make your policy a fact. Your task is not only to convince them that your policy is necessary, but also to make your policy sound practical to your audience and to convince your audience that urgent actions are needed right now. In this case, making your policy as specific as possible is strongly recommended because the audiences are more likely to implement it if they get detailed instructions.

Generally speaking, there are three crucial factors that will influence the success of your persuasive speeches on questions of policy. They are need, plan and practicality. It is meaningless to appeal for a policy if there is no need for it. Your primary work is to prove that the existing policy is not working effectively in regard to the new problems and the situations will get worse if no new policy is implemented. The next step is to provide solutions to the troubles that matter more to your audience. To achieve that, you need to explain what steps they should follow in order to turn your words into deeds. You also need to make sure your policy is practical. One preferable option is to list similar successful examples to illustrate that your policy will achieve the same optimistic result with the listed one.

Persuasive speeches are common and grasping the relevant skills will be valuable to you in every aspect and every stage of your life. There are persuasive speeches on questions of facts, value and policy, each of which requires corresponding techniques and skills.



## Exercises

### 1. Review Questions

- (1) How do you think this course in public speaking may help you in your study and future career?
- (2) Pair up with your partner, and take turns to explain the four categories of informative speeches and three kinds of persuasive speeches and the important



factors that are crucial to the success of the two kinds of public speaking.

## 2. Group Project

The whole class is to be divided into groups of four or five. Each group will be responsible throughout the course for one of the general topics that are listed below. Class discussions and activities will be organized in the form of group work. After groups are formed, each individual member will choose a more specific subject related to the general topic of his or her group, then go along with each step of the coursework, and eventually produce a speech, which is to be presented in class. The first step of the program is to form groups and each group is to choose a general topic. The general topics are:

- |                       |              |
|-----------------------|--------------|
| (1) Environment       | (5) Science  |
| (2) College education | (6) Success  |
| (3) Internet          | (7) Morality |
| (4) Tradition         | (8) Hobby    |

## 3. Suggested Activities

Watch or listen to a public speech on the Internet and then report to the whole class on the type of the speech and the most impressive skills of the speaker.