



普通高等教育“十五”国家级规划教材

新世纪高等院校英语专业本科生系列教材

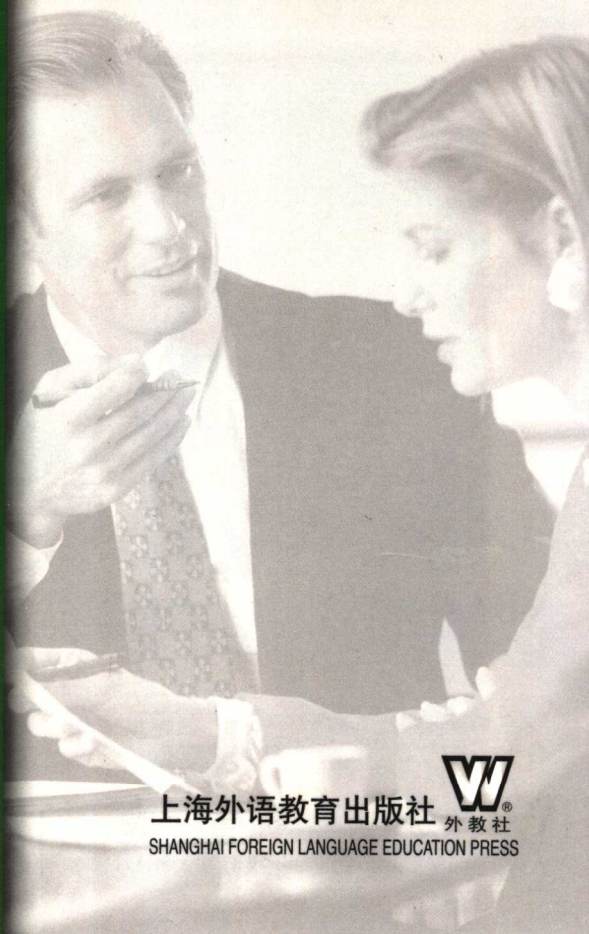
总主编 戴炜栋

新编高级英语口语教程

PUBLIC SPEAKING

Dr Michael Courtney

Ian Smallwood



上海外语教育出版社



SHANGHAI FOREIGN LANGUAGE EDUCATION PRESS

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总序

普通高等教育“十五”国家级规划教材
新世纪高等院校英语专业本科生系列教材

随着改革开放的日趋深入,社会各界对外语人才的需求持续增长,我国英语专业的招生规模逐年扩大,教学质量不断提高。英语专业本科生教育的改革、学科建设及教材的出版亦取得了巨大的成绩,先后出版了一系列在全国有影响的精品教材。21 世纪的到来对英语人才的培养提出了更高的标准,同时也为学科建设和教材编写提出了新的要求。随着中国加入世界贸易组织,社会需要的不是仅仅懂英语的毕业生,而是思维科学、心理健康、知识面广博、综合能力强,并能熟练运用英语的高素质的专门人才。由于中学新的课程标准的颁布,中学生英语水平逐年提升,英语专业本科生入学时的基础和综合素质也相应提高。此外,大学英语(公外)教育的迅猛发展,学生英语能力的提高,也为英语专业学生的培养提出了严峻的挑战和更新更高的要求。这就规定了 21 世纪的英语教学不是单纯的英语培训,而是英语教育,是以英语为主体,全面培养高素质的复合型人才。教材的编写和出版也应顺应这种潮流。

为了迎接时代的挑战,作为我国最大的外语教材和图书出版基地之一的上海外语教育出版社(外教社)理应成为外语教材出版的领头羊。在充分调研的基础上,外教社及时抓住机遇,于新世纪之初约请了全国 25 所主要外语院校和教育部重点综合大学英语院系的 50 多位英语教育家,在上海召开了“全国高等院校英语专业本科生系列教材编写委员会会议”。代表们一致认同了编写面向新世纪教材的必要性、可行性和紧迫性,并对编写思想、教材构建、编写程序等提出了建议和要求。而后,外教社又多次召开全国和上海地区的专家、学者会议,撰写编写大纲、确定教材类别、选定教材项目、讨论审核样稿。经过一年多的努力,终于迎来了第一批书稿。

这套系列教材共分语言知识和语言技能、语言学与文学、语言与文化、人文科学、测试与教学法等几个板块,总数将超过 150 余种,可以说几乎涵盖了当前我国高校英语专业所开设的全部课程。编写内容深入浅出,反映了各个学科领域的最新研究成果;编写体例采用国家最新有关标准,力求科学、严谨,满足各门课程的具体要求;编写思想上,除了帮助学生打下扎实的语言基本功外,还着力培养学生分析问题、解决问题的能力,提高学生的人文、科学素养,培养健康向上的

人生观，使学生真正成为我国 21 世纪所需要的外语专门人才。

本套教材编写委员会由我国英语界的知名人士组成，其中多数是在各个领域颇有建树的专家，不少是高等学校外语专业教学指导委员会的委员。教材作者均由编写委员会的专家在仔细审阅样稿后商定，有的是从数名候选人中遴选，总体上代表了中国英语教育的发展方向和水平。

鉴于该套教材编写理念新颖、特色明显、体系宏大、作者权威，教育部已经将其列入了“十五”重点教材规划项目。我们相信，继“高等院校英语语言文学专业研究生系列教材”之后，外教社该套教材的编写和出版，不仅会满足 21 世纪英语人才的培养需要，其前瞻性、先进性和创新性也将为外语乃至其他学科教材的编写开辟一条新的思路，拓展一片新的视野。

戴炜栋

上海外国语大学校长

INTRODUCTION

Welcome

Welcome and congratulations! Speaking to groups of people in public situations is a vitally important skill in modern life. That's why we are also congratulating you — you have made a very wise purchase in buying this book. There are many books which claim to teach you English, but this book will show you how to use the English you have to maximum effect in your professional life. It is true that spoken English is often more important than written English — the way that you speak is the main way that you will be judged in your profession. We hope that you will enjoy the course and that you will develop your confidence and your techniques for public speaking. The skills you will learn are transferable to all languages and professional public settings. Being able to speak competently is not just about your command of a language — it is also about maximising the language you have to achieve the best effect.

What will I find in the course?

In this course, you won't find lots of complicated linguistic theories, and you won't find lots of medical pictures of tongues and mouths. What you will find is a simple step-by-step structured approach to all of the basic elements of composing and delivering many different types of speeches, to many different types of audiences, in many different types of professional situations. You will also learn about the all-important aspect of the psychology of speech making and how to assess the requirements of your audience. These aspects are vital but often not included in other general English books. You will learn about how to control your own nerves and how to become a relaxed and effective speaker in a wide range of potentially stressful professional situations. You will feel much more confident about speaking in public, and this will help to make you a very successful professional.

How do I use the course?

In order to help you use the course on a self-study basis as well as with a tutor, we have supplied a CD containing a wide range of speech models from each of the units of *Public Speaking*.

You will see this sign in the course when you need to either listen to the CD or record your own speech on your own recording device. You will also find that each unit in the course has practice exercises and a self-study assessment method to help you consolidate what you have learnt and practised in the unit itself.

If you have not got a tutor, you can easily study this course by yourself, or with your friends. Each unit is a complete and independent part of the course, so you can also be selective if you do not have the time to work your way through each unit. For example, if you have an upcoming presentation, you

can go directly to Unit 5. We would like to feel that this book will take pride of place on your study bookshelf, and that you will find it an invaluable reference every time you have to speak professionally.

How can I test myself?

The practice activities in the units have a simple checklist designed to allow you to assess how well you have covered the practice activities in *Public Speaking*. The checklists can also be used by tutors to check other speakers, so if you can work with a tutor, this would be even better, but we have designed the course so that you can study it yourself, and assess your own performance. The checklists are designed as self-assessment tools and will help you to focus on the important aspects of your speeches and your speech performance. If you answer “no” to any of the questions, then this will indicate to you or your tutor that you may need to review the activity and see where you could edit, or add to the content, or improve the particular aspect of your performance which appears to be deficient in some way.

Success

Lastly, we wish you every success after reading *Public Speaking*, and we hope that you will become a very successful public speaker. The limits of our world are the limits of our language. Please read on, and start the important process of extending your world and your own potential in it!

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Unit 1

The Basic Speech



Welcome to *Public Speaking* ! This course will help you — in a very practical way — to develop one of the most important business and social skills you will ever possess — speaking competently in English to groups of other professionals. As you work your way through this book, either by yourself on a self-study basis, or with a tutor, you will quickly gain proficiency in one of the oldest skills — public speaking. Competency in this skill will ensure your professional success.

The psychology of public speaking

Let's start with a very basic problem — often the most important problem — your fear of failure when you speak in public. You might think that your standard of English is not good enough to speak in public, and this thought might be so strong in your head that you cannot even imagine talking to a group of people in English. You might feel extremely nervous even thinking about the idea. The biggest perceived problem of making speeches, either professionally or socially, is the issue of controlling your nerves. Many people actually have a *phobia* (fear) of standing up in public and being noticed, apart from actually saying something. So you need to feel reasonably confident before you can even attempt to deliver a speech. But how can you develop this confidence?



If you have ever been filled with dread at the thought of making a speech in front of colleagues at work, at a wedding or a social function, you actually have a very **normal reaction**. If you regularly have to speak publicly as part of your job, you must develop techniques to cope with this. Some people may appear to be “naturals” and seem to enjoy making speeches, but for most of us, a basic training in the psychology of speech making and audiences and how to prepare and practice is the key to successful public speaking.



Work with a partner to discuss and make brief notes on the following:

In what sorts of situations are you likely to have to speak to groups of people?

List at least four emotions you have when you need to speak to large groups of people.

Why do you think you feel like this?

Is there anything you think you can do to make you feel differently?

Why do you think some people "perform" better than others when speaking in public?

What do you need to consider before making any kind of public speech?

Perfect public speaking!

In most public speaking situations, the audience will be on your side if you observe the first basic rules for **PERFECT** public speaking:

***P**repare well;*

***E**njoy the opportunity to speak;*

***R**espect your audience;*

***F**ollow up with questions and answers;*

***E**valuate your own performance during and after the speech;*

***C**ontrol your nerves;*

***T**rain hard for future public speaking success!*

You and your audience

The way you approach speaking in public will, of course, greatly affect the success of your speech. To be an effective speaker, the first thing you need to do is learn how to approach the task positively and confidently. Before you start activity 1/1, read the short text below and complete the summary notes that follow.

You and your audience

Your body is naturally programmed to avoid dangerous situations, so if your brain perceives your upcoming speech as possibly a dangerous situation for you, then your body will respond with the normal indicators — increased heart rate, dry mouth, upset stomach etc. But why should a speaking situation be perceived as dangerous? You might imagine that you will fail in some way and that other people will laugh at you or find out that you don't know as much as you would like them to believe. It might also be the case that the situation of the speech is potentially hostile — you have to tell your workforce that some of them will have to lose their jobs, for example.

In these situations, careful analysis of your audience and good preparation are the keys for success. If you can't convince yourself that you can speak well to the audience, then you probably won't convince the audience either. In actual fact, in most speaking situations, the audience will actually want you to perform well — if you don't, they will also feel bad about it and so, in most situations of professional speech making, the audience will actually want you to make a good speech.

Most audiences you will face will want you to do several important things for them:

- They will want you to make them feel comfortable.
- They will want you to tell them something they did not already know.
- They will want you to make them think more deeply, see things more clearly, relax and laugh at things that might be worrying them.

They will also want you to tell them what you are going to do and how much of their time it will take.

Summary notes

Why do we perceive public speaking as threatening or dangerous in some way?

How do our bodies react to the threat of danger?

What are the keys to success?

What should we convince ourselves to believe?

What are four key words to summarise what your audience is likely to expect from your talk?

Starting out

Activity 1/1: A speech about yourself

This activity should be done with a partner. You are going to make your own first speech to one person on a subject you know well — so there is no need to feel threatened in any way. You should organize the talk into the three basic stages of any speech — an introduction, a main body and a conclusion.

This activity should be done with a recording device. First, listen to Model Speech 1/1 on the CD. The aim of this activity is to get you to make your own first speech on a subject you know well, and to organize the talk effectively into the three basic stages of any speech — an introduction, a main body and a conclusion.

Preparation

First, listen to Model Speech 1/1 in the Appendix. As you listen, make brief notes in the “Summary notes” box below on the major topics the speaker covers and the order in which the topics are covered. Make sure you understand exactly what the speaker is saying. When you have completed your notes, go to the Appendix and read through the transcript of the speech. In *Public Speaking* all the model speeches are transcribed in the Appendix so that you can read the speeches as well as listening to them.

Summary notes

What are the main topics that the speaker covers in the speech (in the order in which they are presented):

Now think about what you would like to say in your talk. Read the following questions and think about how you would answer them. Make very brief notes if you think you will need them to give your talk. The idea of this first practice speech is just to get you speaking — do not be tempted to write everything down and read it word for word. Just write down a few brief notes. As you are speaking, you can refer to your notes if you need to.

A speech about yourself

- 1) What is your name?
- 2) Where are you from?
- 3) How many family members do you have and what do they do?
- 4) What are you studying?
- 5) What are your hobbies? What do you like doing in your leisure time?
- 6) What kind of person are you?
- 7) What kind of people do you like?
- 8) Have you had any experience before of public speaking?
- 9) Can you give us an example of an occasion when you spoke to an audience?
- 10) Why are you taking the Public Speaking course?
- 11) What are your future plans and goals?

Focused listening

Listen to Model Speech 1/1 again. This time you need to concentrate on how the speaker conveys the information. Pay particular attention to:

- * the speed of the speech;
- * the pausing between topics;
- the way that the speaker “signals” a change of topic;
- the natural hesitations in the speech.

As you listen to the speech again, complete the checklist shown below.

Checklist for Activity 1/1

Points for you to consider	Yes	No
Did the speech seem well-prepared?		
Was the speech too fast or too slow?		
Was the speaker's voice loud enough?		
Did the speaker sound interested in what s/he was saying?		
Did the speaker look at the audience?		
Were there natural hesitations?		
Was the speech about the correct length?		
Were the changes of topic clearly indicated by the speaker?		
Was there a clear and logical structure to the speech?		
Did the speaker seem confident?		

Activity 1/1 (continued): Now make your own speech on the subject of "Myself." Your speech should be around three minutes in length and should have the following sections:

Introduction, Main body, Conclusion.

As you make your speech, your tutor or your partner can complete a similar checklist below so that you can get some feedback about your speech.

Checklist for Activity 1/1 (continued)

Points the audience might consider	Yes	No
Did the speech seem well-prepared?		
Was the speech too fast or too slow?		
Was the speaker's voice loud enough?		
Did the speaker sound interested in what s/he was saying?		
Did the speaker look at the audience?		
Were there natural hesitations?		
Was the speech the correct length?		
Were the topic changes clearly signalled?		
Was there a clear and logical structure to the speech?		
Did the speaker seem confident?		

Do you have any suggestions for the speaker to improve next time:

The basic parts of a speech

Now we will practise putting together a longer informative speech with four basic parts, including the greeting:

- 1) the greeting;
- 2) the introduction;
- 3) the main body of the speech;
- 4) the conclusion.

The greeting

When you make any kind of speech, the first words you say will be the “greeting.” What you say at the greeting stage depends entirely on the situation, but whatever the situation is, you must always try to be **polite, warm and welcoming**. Imagine that you work for Global College, a prestigious academic institution. It’s the grand opening day for the new Accountancy Department — an important day for everyone at the college, with lots of visiting guests and speakers. You might be required to greet the audience and introduce another speaker or speakers, or you might be required to greet the audience and then make your own speech. For both these situations, a typical greeting format would be as follows:



Greeting the audience and introducing other speakers:

Greeting + thank you + speaker + background + hand over

Example: Good evening ladies and gentlemen, welcome to the program and thank you very much for being with us tonight. We are very fortunate to have with us here Professor Alex Tong, who is not only well-known to you for his writing but also for his regular appearances at our conferences. I'd like to start tonight's program now by asking you to give a warm welcome to Professor Tong ...

Greeting the audience and starting your own speech:

Greeting + thank you + benefit + start

Example: Good evening ladies and gentlemen. Thank you very much for coming here tonight. I hope you will find the day a memorable one and that you will find it very informative. I'd like to start by telling you a short story about a previous student of this college ...