



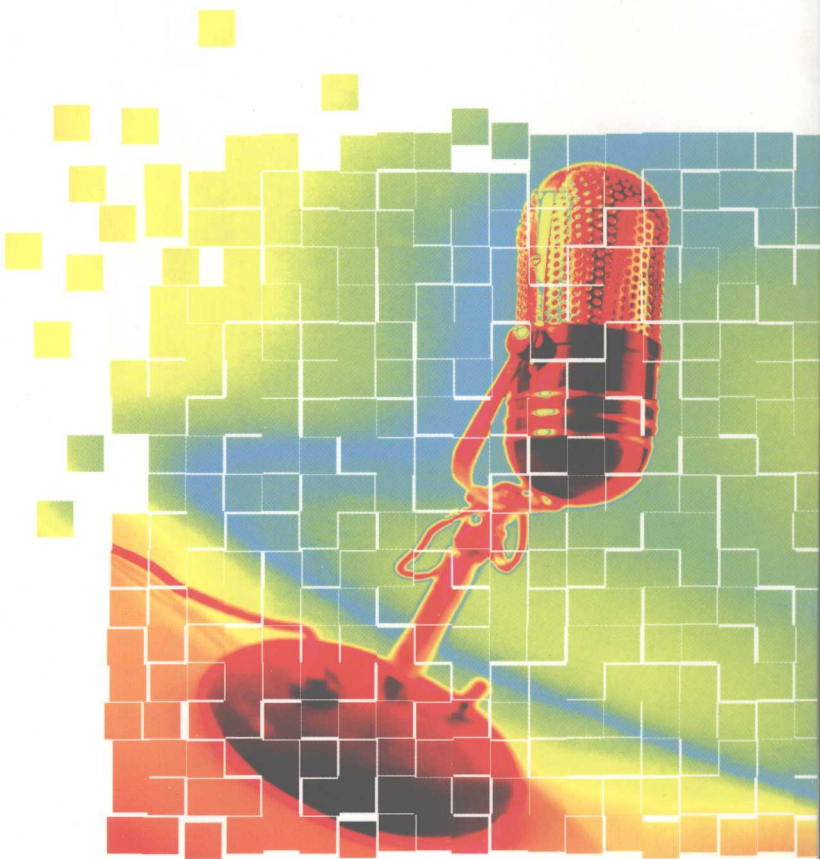
公共演讲基础

第二版

ESSENTIALS OF PUBLIC SPEAKING

second edition

Cheryl Hamilton



北京大学出版社
PEKING UNIVERSITY PRESS



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(第二版)

谢丽尔·汉密尔顿



北京大学出版社
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Cheryl Hamilton

Essentials of Public Speaking, second edition

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《世界传播学经典教材》总序

马文彦

传播学是上个世纪诞生于美国和欧洲的一门新兴学科,引进中国只有二三十年之久。五年前国家教育部才将它列入正式学科目录。中国经济持续高速发展,带动了媒体产业的大改革、大发展,传播学就成了顺应时代潮流的热门学科。

然而由于这是一门年轻的“舶来”学科,按照一些学者的说法,尚处在从“译介”到“本土化”的初级阶段。在教学、研究的过程中,我们常感到对一些术语、概念、理论难以把握,往往是众说纷纭、莫衷一是,有时在激烈争论之后才发觉问题出现在翻译上。例如将 communication 译为“传播”,有人就方便地将传播误解为“宣传+广播”。有人将新闻与传播混为一谈,用“新闻传播学”(news communication)来涵容传播学。有人说,新闻学研究新闻媒体,新闻媒体就是大众媒体,所以新闻学与传播学没有多大区别,因为新闻学研究的就是大众传播。于是出现了将传播学视为新闻学之分支的怪现状。究其原因,一些模糊或错误概念的产生,根子还在对原义的理解。例如英文 communication 在中文里没有对等词,译为“传播”是很勉强的。communication 含有双向的意思,如: to share or exchange opinions (Longman Dictionary of Contemporary English),而中文的“传播”有明显的从一方传往另一方的倾向。如果直接阅读英文词典或原著中对 communication 的界定和解释,就很容易把握原义,在讨论中也可以避免因译文歧义而白费口舌。

以本人阅读译文的亲身体会为例。在读亚里士多德的《修辞学》时我查看了几种英文译本,其中最令我受益的是 1926 年的译本,它采用希腊文原文与英译文逐页对照的版式。其他英译本多将书名译为“Rhetoric”(中国人民大学出版社的最新中文译本也译为《修辞学》),而 1926 年英译本却译为“Aristotle's 'Art' of Rhetoric”。这是按照希腊文原版本直译出来的,中文对应译文为《亚里士多德的讲演“读本”》。希-英对照译本传达了其他译本中“损失”掉的一个重要的意义:“art”在希腊文中是多义词,此处的 art 意为 handbook(读本、手册),也就是讲演手册。亚氏写此书的背景是,他不满意于当时“智者派”(Sophists)们撰写的多种读本(art),于是自己写一部读本来正本清源,因而书名为《亚里士多德的讲演“读本”》。如果不是读到 1926 年的希-英对照译本,笔者就无法了解原著书名所具有的如此重要而丰富的信息。

我们当然不能一概否定和取消翻译,因为没有翻译,不同文化之间就无法交流,艺术家、科学家、思想家的智慧就不可能为全世界共享,人类文明也不可能像今天这样灿烂。

然而目前我们的翻译作品,尤其是学术著作的翻译中,存在着浮躁、不负责任的风气。我们需要大力提倡认真、严谨的译风,像严复那样,“一名之立,旬月踟躇”。对于学术译作,如果有条件,我们还应当尽量提供方便,让读者在遇到疑问时能够查对原文。

基于以上理由,北京大学新闻与传播学院决定编选这套《世界传播学经典教材》书系,分为英文版和中文版两类。英文版为原著影印本,加上我们的导读和部分译文;中文版为全文翻译,而每部英文中译本都有原作可以对照。

这套书系选取下列类型的著作:1. 传播学中有影响的名著,如曾10次再版的《说服:接受与责任》(*Persuasion: Reception and Responsibility*)。2. 传播学的重要分支学科,如《组织传播:理论学派与传播过程》(*Organizational Communication: Approaches and Processes*)、《跨文化交流》(*Communication Between Cultures*)、《媒介法原理》(*Major Principles of Media Law*)、《电子媒介经营管理》(*Management of Electronic Media*)等。3. 综合性研究,如《媒介研究:文本、机构与受众》(*Media Studies: Texts, Institutions and Audiences*)、《影响的互动:新闻、广告、政治与大众媒介》(*The Interplay of Influence: News, Advertising, Politics, and the Mass Media*)等。书系中所有影印本和中译本都将依据我们获得版权的原著最新版本。

书系的编选将采取开放式,除已经取得版权的十几种著作,还将陆续纳入新的选题。传播学理论的译介是一项庞大的工程,我们欢迎并希望更多同行、专家和有志者参与其事,互相切磋,共同推进传播学在中国的发展。

书籍的前言中经常流行一句套话:由于时间仓促,水平有限,错误在所难免,请读者见谅。有人批评说,时间仓促就不要急着出书,水平有限就应当等水平够格再发表,怎么反过来要求读者原谅呢?这话说得真好。我们将以严肃负责的态度,尽力把好书系的质量关。读者诸君如发现问题,恳请不吝赐教。

导 读

何 姝

公共演讲的历史在西方可以追溯到古希腊、古罗马时代,在中国可以追溯到春秋战国时代。西方的苏格拉底、柏拉图、亚里士多德,中国的孔子、孟子、诸子百家等,在关于演讲术、论辩术的运用和修辞学、说服学等方面的研究成果,都是人类传播活动史上的宝贵财富。亚里士多德在《修辞学》里提出的著名的演讲三要素:结构推理(logos)、个人信誉(ethos)和感情诉求(pathos)已成为西方说服学的法宝。

无论是亚里士多德时代的游吟诗人、广场布道者,还是当今高科技时代运用各种特技在屏幕后对“公众”说话的主持人或演讲者,其共同的一点,都是要掌握公共演讲的艺术。

在公元前 2500 年的古埃及和非洲,人们就非常重视演讲者的风度和德行了。最初,公共演讲的内容主要集中在政论方面。古希腊政治家、军事家伯里克利(Pericles,前 495—429)为悼念伯罗奔尼撒战争中的阵亡将士而写的演讲稿《雅典是希腊的学校》(*Athens Is the School of Greece*)被公认为是描述雅典奴隶制民主政治的范文。如今,公共演讲的内容几乎无所不包,人们对公共演讲的需要越来越大。名家演说集锦、大选辩论精粹、就职演说之类的图书,越来越受到读者的青睐。人们开始关注如何通过系统有效的训练和学习,掌握演讲的技能,提高自己对大众施加影响的能力。

在传播学领域中,公共演讲作为一门学科应当属于公共传播学(public communication)范畴。从演辩(speech)、修辞(rhetorics)与说服(persuasion)三项的整合,产生出了许多相关科目,诸如政治传播学、辩论、社会运动学、口头阐释学等等。传统上与英语系息息相关的演辩传播系(Department of Speech Communication)在 20 世纪 80 年代的美国许多大学里都改为了传播系(Department of Communication Studies)。公共演讲课程的开设起源于欧洲,有近三百年的历史,比美国的国家历史还要悠久。不过,美国关于公共演讲的教学,却是目前最发达的。在美国的很多大学都开设有公共演讲课,有的院系还将该课程定为必修课。由于教学的需要,教材的结构设计和教学重点各有不同,有的侧重修辞,有的侧重公共事务,有的侧重研究评估,还有的侧重批判性思维。这些课程主要设在传播系和英语系等文科院系,属于“言语交际”(speech communication)范畴。课程的目的首先是教会学生懂得如何思考和分析问题,其次才是学习如何组织材料、撰写演讲稿、学习成为一名好的演说家。在美国,大学校园里常常举行“议会辩论赛”(parliament debate)和“政策辩论赛”(policy debate)。前者着重临场即席发挥,要求思维敏捷,

口齿清晰,说服有力;后者则要求演讲者在掌握大量材料的基础上展开自己的观点,唇枪舌剑地反驳对方的论点。这样的比赛往往成为校园一大盛事。因此,公共演讲是美国大学里极受欢迎的课程和活动。在对全美已经工作并有所作为的大学毕业生所进行的“你最喜欢的课程”的问卷调查中,公共演讲课程的被拥戴程度名列前茅。这门课程的应用领域几乎没有限制,能够渗透到诸如广告、电视、教育、政府、新闻、法律、管理、公关以及销售等等行业,这也为接受此项学习的人们提供了广阔的就业和发展前景。

《公共演讲基础》一书作为教材在美国很有影响。本书介绍了自古希腊、古罗马以来的经典修辞理论和当代关于公共演讲的最新理论。虽然是一部学术著作,但内容具有很强的实用性。比起第一版来,本书第二版在培养演讲道德、树立演讲信心、利用互联网资源和计算机数据库、使用专业视觉辅助工具以及如何防止抄袭等方面都补充了最新材料。

万事德为本。本书以实例说明了“未立言,先立德”的观念在演讲中的重要性。紧张焦虑的心情是导致演讲失败的重要原因之一,任何一个成功的演讲者都或多或少地会感到内心紧张。本书介绍的克服紧张焦虑心理的“积极幻想法”是长期以来在体育界广泛使用的行之有效的心理自控方法。本书在分析讲解演讲艺术的概念和技巧时,使用了大量图文并茂的实例,深入浅出,生动通俗。书中的“建议箱”、“技术提示”和“链接箭头”是专为帮助读者准备和完成一次成功的演讲而精心设置的。运用书中的自我测试练习和“演讲评估表”,读者不仅可以对书中的演讲文稿实例进行评估、对书中介绍的职业演说家的范本进行评估,而且可以对自己准备的演讲稿进行分析评估。因此,在学习的过程中时时能体味到互动式学习的乐趣,对于演讲爱好者来说,无疑是十分有用的。总之,再版后的《公共演讲基础》一书行文更加简明易懂,版面编排更加新颖时尚,是一本非常出色的关于公共演讲基础的教材。这本书既可以用作教材,在教师的教学安排下学习,并且充分使用网上提供的教学帮助;也可以作为个人兴趣,通过自学提高或训练对公众说话的口才。学习这本书,可以了解基本的传播理论,同时也学会认识自己和他人的感受和需要。无论对于教师、学生,还是对于演讲爱好者、自学者,翻阅或研读本书都是一件充满乐趣而又能得到切实收获的事情。

Complete Speeches Provided in This Book and on the Hamilton Connection CD-ROM

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Udelhoven, Hajnalka, "Hospice Is the Way To Go" (CD-ROM: Text Only)

Speech of Introduction

Ross, Lynda, "I Can," 33–35

p r e f a c e

Webster's New World Dictionary defines “essential” as “something necessary or fundamental; indispensable, inherent or basic feature or principle.”

Essentials of Public Speaking was created with this definition in mind—the text outlines the *essentials* of making a successful speech, getting to the heart of the matter without unnecessary filler. At the same time, the second edition of *Essentials of Public Speaking* provides stronger technology integration and updated information on speaker confidence, researching the Internet and the Web, computer databases, ethics and the importance of avoiding plagiarism, and preparing professional-looking visual aids.

Although *Essentials* is based on classical rhetorical theory and contemporary research, it takes a very practical, reader-friendly approach. Concepts and skills aren't just explained—they are illustrated with interesting and relevant examples and real student speeches. One student reviewer said she found the text so interesting and enjoyable that she read far more than requested!

Features of the New Edition

Updated and streamlined, the new edition of *Essentials* focuses even more on the absolute essentials of public speaking. Additionally, this new edition more thoroughly highlights the use of technology in the speechmaking process via strong technology integration and a variety of updated and new features.

Updated Features

- **Technology coverage:** Chapter 6, “Selecting and Researching Your Topic,” and Chapter 10, “Preparing Effective Visual Aids,” now include even more up-to-date coverage of technology resources, such as how to assess the reliability of Internet sources, how to cite Internet sources, and how to best use PowerPoint to give a memorable speech.
- **Ethics coverage:** Updated section in Chapter 1, “Public Speaking, Ethics, and You,” includes new and updated examples and activities that encourage students to consider how to be more ethical public speakers.
- **Emphasis on critical thinking:** Critical thinking is emphasized in several ways. “Test Your Knowledge” questionnaires at the beginning of each unit stimulate and direct student thinking toward the material contained in the unit.

Suggestions for Practice and Critical Thinking at the end of each chapter include questions, activities, and InfoTrac® College Edition article citations designed to promote critical thinking. Two new additions to the text, Flashbacks and Technology Tips for Speakers, encourage students to compare ancient and modern times. Finally, specific chapters (such as Chapter 4 on listening, Chapter 5 on audience analysis, and Chapter 15 on distinguishing between logical and fallacious reasoning) relate directly to the importance and use of critical thinking.

- *Sample student speeches:* The sample student speeches featured in the text have been updated for a total of seven speeches. Three of the seven speeches are new.
- *Tip boxes:* The in-text Tip boxes have been streamlined and moved to the margins, making them easier to find. They now focus more closely on essential advice that will help students prepare their speeches more efficiently, feel more comfortable giving their speeches, and thus give more effective speeches.
- *Cross-references:* In-text cross-references have been moved to the ends of paragraphs and highlighted with an arrow icon so they're easier to spot.

New Features



- *Hamilton Connection CD-ROM:* A companion compact disc accompanies each new copy of the text, providing a gateway to the Hamilton Essentials of Public Speaking Web site at the Wadsworth Communication Café (see below for more information about this resource). The Hamilton Connection CD-ROM consists of seven integrated components: access to InfoTrac College Edition, access to chapter-by-chapter resources and a PowerPoint tutorial at the Hamilton Essentials Web site, Speech Interactive for Hamilton (see below) and Additional Speeches for Analysis (formerly an appendix), a preview of Thomson Learning WebTutor™, and two bonus units: Special Occasion Speaking (formerly Chapter 16) and Team Presentations (formerly an appendix). Each component of the CD-ROM is represented in the text with an icon. Integrated throughout the chapters as well as summarized at the ends of chapters under the Essentials of Public Speaking Online section, these integrated icons direct students to numerous digital activities, and reinforce and enrich the concepts presented.



- *Speech Interactive for Hamilton:* The Speech Interactive icon, found in select chapters, prompts students to view sample student speeches, all of which are from the text and available on the Hamilton Connection CD-ROM. This multimedia tool—a Wadsworth/Thomson Learning exclusive—maximizes students' experience by enabling them to read, watch, listen to, critique, and analyze the models provided. After completing the speech evaluation checklists and speech improvement plans for each speech, students can compare their work to the author's responses.
- *Hamilton Essentials of Public Speaking Web site:* Located at the Wadsworth Communication Café, the Hamilton Essentials Web site is easily accessed by using the Hamilton Connection CD-ROM. Included on this Web site are numerous student and instructor resources. For students, chapter-by-chapter resources include learning objectives, activities, InfoTrac College Edition activities, a digital glossary, speech preparation forms, speech evaluation checklists, and a practice quiz. In addition, all of the URLs included in the

book are maintained for each chapter under WebLinks, and select chapters feature special dynamic tools such as an interactive version of the Personal Report of Communication Apprehension (PRCA) in Chapter 1 and PowerPoint tutorials in Chapters 1, 3, and 10.

- **Technology Tips for Speakers:** Featured in each chapter, these boxes highlight state-of-the-art technology specifically of interest to speakers as they research, organize, and deliver their speeches. Each box provide readers with valuable technology hints and information such as how to find and research interesting speech topics on the Internet, how to prepare electronic visual aids, and how to critique speeches online.
- **Tech Connects:** Each chapter features three to ten marginal Tech Connect boxes that point students to interesting and relevant Internet and Web sites. These sites will encourage readers to expand upon their knowledge of the concepts they read in the text.
- **Flashbacks:** Each chapter includes one or two marginal Flashback boxes that feature speaking advice given by famous Greek and Roman rhetoricians. These marginal boxes relate classical rhetoric to contemporary public speaking.
- **InfoTrac College Edition activities:** In addition to the InfoTrac College Edition activities included in the Practice Suggestions at the ends of chapters, one to two new InfoTrac College Edition activities are featured in the margins of each chapter. These activities suggest searches or articles that will help students expand their understanding of the concepts they read in the text.
- **Glossary:** A new glossary has been added to the back of the book.
- **Design:** The book now features a crisper, more open, and contemporary design that increases the visual impact of the text.



Public Speaking Essentials

Essentials of Active Learning The reader is invited to take an active role in the learning process by evaluating sample student and professional speeches, taking quizzes (each of the four units begins with a quiz called “Test Your Knowledge”), and making decisions about his or her own speeches. Speech evaluation forms and sample formats for preparing informative and persuasive speeches are included for student use. A “mind map” is suggested as a visual, easy-to-remember approach to speaker’s notes. Scattered throughout the margins are Tips, which are designed to present special tidbits and advice that will help students prepare and deliver quality speeches. To encourage students to reflect on and expand on what they have read, Suggestions for Practice and Critical Thinking are included at the end of each chapter. In addition, at appropriate places in each chapter, the margins now include new InfoTrac College Edition exercises, Flashbacks that make classical rhetorical theory interesting and relevant, and Tech Connect boxes that encourage exploration of valuable Internet sites.

Essentials of Confidence Building Speaker anxiety often keeps students from achieving success. Unfortunately, no amount of lecture, encouragement, or practice will make students confident, professional speakers as long as deep down inside they believe themselves “poor” speakers. For this reason *Essentials of Public Speaking* approaches anxiety head on in Chapter 3 so students can have improvements well under way by the time their first major speech is due. Although a variety of

confidence-building techniques are discussed, Chapter 3 concentrates on positive imagery, a technique fairly new to communication journals but used for years in athletics. Positive imagery requires only minor instructor guidance and does not need special out-of-class sessions to be successful. In fact, interested students can use positive imagery with success simply by following the suggestions in the text.

Essentials of a Fast Start Instructors want students to begin speaking early in the semester but know that in order to give good speeches, students need information not available until later chapters. *Essentials of Public Speaking* is organized so that students can begin giving quality speeches immediately without having to jump ahead for needed information. Chapter 2 discusses the essential characteristics of a successful public speaker and gives an overview of the basic speaking process. Beginning speeches (such as the speech of introduction, the humorous incident speech, the artifact speech, the pet peeve speech, or the one-point speech) can be given with success in the first or second week of class.

Technology Essentials In addition to the Tech Connect boxes that appear in the margins of each chapter, *Essentials of Public Speaking* includes up-to-date coverage of the use of technology in the speechmaking process. New to this edition are Technology Tip for Speakers boxes that cover such technology topics as how to use the correct search engines, how to post presentations on the Web, and how to travel light with new technology equipment. Chapter 6 includes a detailed section on using the Internet and computer databases, such as InfoTrac College Edition, to research speech topics. Also included in this chapter are valuable suggestions on what to do if a search produces too many or too few hits, how to use Boolean operators, how to evaluate Internet sources, and how to find quality Web sites.

Chapter 10 includes complete information about designing and using visual aids of all types. The chapter covers topics such as selecting proper fonts, point sizes, and colors for a variety of media and audiences, and includes a full-color insert of professional-looking visual aids created with PowerPoint presentation software. Additionally, the Hamilton Connection CD-ROM that accompanies the text includes access to a PowerPoint User's Guide to creating quality computer visuals.

Chapter Organization Essentials Following a traditional pattern of organization, *Essentials of Public Speaking* divides the chapters into four units: Foundations, Preparing Your Speech, Presenting Your Speech, and Types of Speeches. Chapters 1 through 4 comprise the foundations of the course—the importance of public speaking and ethics, preparing the first speech, building speaker confidence, and listening from the speaker's perspective.

Chapters 5 through 9 are devoted to speech preparation for all types of speeches and include audience analysis, topic selection and research, supporting materials, speech organization (introduction, body, and conclusion), outlines (or storyboards), and speaking notes.

Chapters 10 through 12 give guidelines for presenting a speech—preparing visual aids, delivering the message, and perfecting language style. These chapters are designed so they can be used at any point during the semester.

Chapters 13 through 15 present specific information for various types of public speaking—demonstration, informative, and persuasive (including persuasive theory) speaking. Coverage of special occasion speaking and team speaking is located on the Hamilton Connection CD-ROM that accompanies the text.

Essential Sample Speeches Each chapter is illustrated with one or more student speeches and/or excerpts from professional speeches. The text includes seven complete student speeches—three of them are new—along with their visual aids, out-

lines or storyboards, and speaking notes. Additional student and professional speeches are located on the Hamilton Connection CD-ROM that accompanies the text.

Essential Instructional Resources

InfoTrac College Edition Four months of *free* anywhere, anytime access to InfoTrac College Edition, the online library, is automatically packaged with this new book. The new and improved InfoTrac College Edition puts cutting-edge research and the latest headlines at your fingertips, giving you access to an entire online library for the cost of one book! This fully searchable database offers more than 20 years' worth of full-text articles (more than 10 million) from almost 4000 diverse sources such as academic journals, newsletters, and up-to-the-minute periodicals, including *Time*, *Newsweek*, *Science*, *Forbes*, and *USA Today*. A great tool for topic selection and speech research. Exercises for using InfoTrac College Edition are included in marginal boxes throughout the text. Additional questions are featured on the Hamilton Essentials of Public Speaking Web site.

MultiMedia Presentation Manager for Hamilton's Essentials of Public Speaking: A Microsoft PowerPoint Tool Create great multimedia lectures easily with this searchable database of PowerPoint slides that also includes text art and figures, CNN video clips, and the ability to import your own information from previously created lectures.

Videotape Library Also available to instructors adopting this book is a wealth of video resources. Video policy is based on adoption size; contact your Wadsworth/Thomson Learning representative for more information.

- *Student Speeches for Critique and Analysis Video* (Vol. 1: 0-534-56258-2; Vol. II: 0-534-56262-0; Vol. III: 0-534-56389-9): Volume I, which features a speech of introduction, two impromptu speeches, four informational speeches, and two persuasive speeches, is a great tool for helping students analyze and provide effective feedback on imperfect speeches. Select speeches feature non-native English speakers and include the use of visual aids. Volumes II and III offer additional opportunities for critique and analysis.
- *"CNN Today" Public Speaking Videos* (Vol. 1: 0-534-52212-2; Vol. 2: 0-534-52213-0; Vol. 3: 0-534-52214-9; Vol. 4: 0-534-52090-1): Updated yearly, these high-interest, 45-minute videos can help you launch a lecture, spark a discussion, or demonstrate an application. The following series of public speaking videos are available to qualifying adopters. Ask your Wadsworth/Thomson Learning representative for more information. ("CNN Today" videos are also available for classes in Human Communication, Interpersonal Communication, and Mass Communication.)
- *Wadsworth Communication Video Library*: This library has over thirty videos covering key communication topics, including "Oral Critiques of Student Speeches," "Public Speaking: Knowing Your Audience," "Effective Speeches," and "Great Speeches: The Video Series."

Instructor's Resource Manual This guide is designed for beginning as well as seasoned instructors. It includes suggested course syllabi and schedules, teaching ideas, lecture outlines, audiovisual materials, ready-to-use evaluation forms, classroom exercises, ideas for using the practice suggestions in each chapter of the text, and test questions for each chapter.

ExamView® Computerized and Online Testing Create, deliver, and customize tests in minutes with this assessment and tutorial system for both Windows and Macintosh systems. This cross-platform CD-ROM offers a guide to help instructors create tests of up to 250 questions, using up to 12 question types.

Student Resources

WebTutor Rich with content for your course, this Web-based teaching and learning tool includes study/mastery, course management, and communication tools. Use WebTutor to provide virtual office hours, post your syllabi, set up threaded discussions, track student progress with WebTutor quizzing material, and much more. Available on WebCT and Blackboard.

Student Workbook Complements and expands students' understanding and use of the book. Includes activities for reinforcement that integrate the World Wide Web and InfoTrac College Edition, research logs, group assignment worksheets, speech evaluation checklists, and chapter review self-tests.

Service Learning in Communication Studies: A Handbook This handbook—by Rick Isaacson, Bruce Dorries, and Kevin Brown—is an invaluable resource for students in the basic course that integrates a service learning component. The handbook provides guidelines for connecting service learning work with classroom concepts and advice for working effectively with agencies and organizations. It also provides model forms and reports and a directory of online resources.

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Cheryl Hamilton, Ph.D.
Forth Worth, Texas

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