黑龙江省高等教育学会
高等教育科学研究“十一五”规划重点课题（115C-331）

英语演讲学

On Public Speaking

主　编　贺春英　王　伟
副主编　刘红玲　韩晓蕙

哈尔滨地图出版社

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内 容 简 介

一、《英语演讲学》教材的特点及内容简介：

特点:1. 英文版；

2. 演讲技能全；

3. 演讲类型全；

4. 演讲场合全；

5. 演讲实例内容丰富多彩，体裁广泛。

简介:本教材共包括七部分：

Part One: Building a Successful Speech

Part Two: Presenting a Successful Speech

Part Three: The Varieties of Public Speaking

Part Four: Occasions

Part Five Chinese Idioms

Part Six: Great Speeches in History

Part Seven: Model Speeches from English Speaking Contest

本教材的第一部分和第二部分是主要侧重各种类型和各种场合下演讲者所需的演讲技巧及各种类型和各种演讲场合下临时所出现问题的应对技能。第三部分为演讲类型。第四部分为演讲场合。第五部分为汉语成语。第六、七部分是演讲实例。演讲实例在选材的内容上注重趣味性、信息性、时代性，题材广泛，涉及社会生活的方方面面。本教材是每一个想成为成功演讲者必备的工具书。

参加本书编写的学校有哈尔滨商业大学、哈尔滨理工大学、哈尔滨工业大学。

本书总主编为贺春英、王伟。

由贺春英编写(第一章前三单元及第三章 八万字)、王伟编写(第四、五、六章 十七万字)、刘红玲编写(第一章后两单元及第二章前六单元 十万字)、韩晓蕙编写(由第二章后八单元及第七章 十万字)

二、《英语演讲学》CAI 课件

本课件不仅包括《英语演讲学》教科书的全部文字内容。而且还包括了与演讲内容相关的国内外精彩的现场演讲照片、图片、现场演讲画面。这些能够使学生有如临其境感的声像资料会使学生对演讲技能的感受和理解更深,会加快对演讲技能的掌握。

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前 言

为适应我国高等教育发展的新形势，深化教学改革，国家教育部于2004年1月颁发了《大学英语课程教学要求》，作为各高等学校组织非英语专业本科生英语教学的主要依据。新的《大学英语课程教学要求》对大学英语的教学性质和目标进行了重新定位，它把培养学生的听说能力放到了极其重要的位置上。因此，新课程的建设、新教材的开发、新型教学手段与模式的探索与运用便是实现大学英语最终教学目标（提高学生的听说能力，使他们在今后的工作和社会交往中能用英语有效地进行口头和书面的信息交流）的关键所在。关于课程的建设，国家教育部大学英语教学改革委员会主任南京大学王守仁教授在他的《解读〈大学英语课程教学要求〉》（《中国大学教学》2004第2期）一文里强调指出：为适应新形势下的发展，除了开设综合英语课程之外，各高校应根据学生的兴趣和爱好以及社会的需求开设各类既能帮助学生打下扎实语言基础又能培养他们较强的实际应用能力（尤其是听说能力）的选修课程。王守仁主任又在这篇文章里列出了各高等学校应开设的各类型选修课程，其中之一便是英语演讲，可见开发这门课程的必要性。但课程的开发离不开课程教材的建设。而课程教材的建设又在很大程度上决定了这门课程的授课效果。高教司司长张尧学在《加大力度推进大学英语教学改革》一文中指出：大学英语教学改革的重点之一是教材。开发新教材，其意义不仅仅是在于教材本身，而是一场教学理念的革新。选修课课程的教材开

发建设是大学外语教学改革的一个极其重要的组成部分，没有新教材的开发与建设，就谈不上大学外语教学改革，因此教材的开发与建设是大学英语教学改革的重中之重。目前在省内乃至国家英语教材中有关《英语演讲学》这门课程的英文版教材实属罕见，经调查，尽管国内、省内一些高等院校为了积极响应国家教育部关于大学英语教学改革的号召，在学校开设了《英语演讲学》这门学生既感兴趣、社会又非常需要的选修课，但授课教师所用的教材却不是真正意义上的、适合学生使用的教科书，大多是书店出售的各类或全中文或全英文的，各种场合、各种人物的演讲文章专集。学生从中并不能学到有关英语演讲的专业性知识，不能掌握各种场合下的演讲技能。教师也感到教学效果不好。因此，开发英文版《英语演讲学》教材对推动国内、省内大学英语教材的改革建设具有十分重要的意义。

在注重教材改革建设的同时，我们也同样关注本门课程的教学模式与教学手段的革新。因此，我们在开发新教材的同时又加强了此门课程的 CAI 课件的研制开发工作。研制开发该课件的目的与意义在于贯彻和落实国家教育部最新《大学英语课程教学要求》对教学模式和教学手段的改革要求：各高等学校应充分利用多媒体和网络技术，采用新的教学模式改进原来的以教师讲授为主的单一课堂教学模式。新的教学模式应以现代信息技术，特别是网络技术为支撑，使英语教学不受时间和地点的限制，朝着个性化、自主学习的方向发展。因此，我们开发了与该课程教材配套的 CAI 课件，它既满足国家教育部对新教学模式和手段的要求，又为学生提供一个广阔的自由学习空间。

随着我国对外经贸、外交关系的拓展，尤其是随着中国加入世界贸易组织和北京申奥的成功，英语这一国际通用语言在中国人的社会生活中占据了越来越重要的地位。演讲风气也在我国出现

了兴盛的趋势。各类形式的演讲比赛层出不穷。在全国高等院校举行的每年一次的国家级演讲比赛(全国英语演讲大赛)更是受到大学生们的热烈欢迎。全国各地大学生的报名人数、参赛人数呈猛增趋势。为进一步满足我国学生日益扩大国际交往的需要,特别是满足学生提高口语技能的需要,本项目组对《英语演讲学》的教材及课件进行开发和建设。该教材及配套课件不仅适用于黑龙江省的大学英语教学,还可以向全国各地的大学英语教学进行推广使用。本教材及课件语言规范,语言程度及内容浅显易懂,演讲内容涉及社会生活的方方面面。因此该教材及课件还可适合各层次、各专业及相关人士使用。

编　者

2006 年于哈尔滨

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Part One Building a Successful Speech

Theme

1. What should you speak about?

The greatest speeches in history—from Cicero's indictment of Catiline to Bobby Kennedy's tribute to Martin Luther King—all have two features in common:

The speaker cared about the topic.

The audience cared about the topic.

Those two principles, empirically proven to be successful over thousands of years, provide a useful basis for deciding what you should speak about.

Speak on topics you care about

The most memorable speeches are made when the orator cares deeply about the subject matter. The topic need not be the 'in' issue in the eyes of the world's media, but it must be one that occupies a prime place in your thoughts. An expert knowledge of your daughter or best friend is the very reason that it's easy to give a good speech at their wedding. Likewise, if you're ever near Park Lane in London, then try visiting Speaker's Corner. Every Sunday this spot is packed with a diverse range of people standing on soap boxes and speaking their hearts out to the passers-by. Many of them are, of course, 'not fully sane', but the vigor and passion with which they speak is a re-

flection of the fact that they are speaking about matters that occupy their thoughts intensely.

Digressing from your expert topics can cause you great problems, as British Prime Minister Tony Blair discovered when an interview with a local radio station moved on to an obscure parochial issue on which Blair had not been informed:

Interviewer: Now Mr Blair, the big issue down here is the Little Rockingham First initiative. What do you think of it?
Blair: [Pause] I think it's a very good thing.
Interviewer: Really? But the local Labour group are a gainst it.
Blair: [Pause] Well, I guess you've got to be cautious about new projects and initiatives.
Interviewer: But as you know the people are in favour of it.
Blair: Yes, and there are many reasons why one should be cautiously optimistic about these things.
Interviewer: And of course, it's not a bad thing for the badgers either—is it, Mr Blair?

Better to focus on what you know and care about.

Speak on topics your audience care about

Consumer choice today is greater than ever. Many people now subscribe to 'Daily Me' internet sites which compile news items from different sources on those topics that the user has specified. Many more turn only to certain sections of their printed newspaper. Similar-

ly, the output of broadcast news is changing rapidly, with more consumer items and show business news edging out political coverage-which is unsurprising, given that most people are more affected by the price of their shopping than they are by the appointment of a new Minister for Agriculture. News broadcasters who fail to reflect this lose out to other providers. Such diversification is to be welcomed, as it leaves people free to select the form and style of their news. A consequence of this, however, is that there are fewer and fewer topics that are universally understandable—sex, health, birth and death are about the only topics that are of interest to everyone. Speech, like television and the press, is not immune from these changes in consumer choice. People are ready to switch off if your speech is unappealing to them. It is best to consider, therefore, what kind of audience you are addressing and what interests that audience. Public speaking expert Dale Carnegie once described the secret to choosing a topic that will captivate your audience:

The entirely new is not interesting; the entirely old has no attractiveness for us. We want to be told something new about the old.

In other words, find the audience's favorite topic, and then find something new to say about it. One of the worst speeches heard at the Oxford Union in recent times was delivered by a popular film star, who arrived in Oxford armed with a speech that he regularly delivered at black-tie dinners. His speech failed because it never crossed his mind to rework it to make it appeal to a younger audience with different interests, different aims and different goals. The lesson? The best-received speeches are like the best-received presents—they are tailored to fit the interests and hobbies of the recipients.

Let us clarify this by looking at a few scenarios. Suppose two different people have been asked to speak about their job. Even with such a restricted topic, let's try to find approaches that may touch common ground with the interests of the audience.

A stockbroker:

To an audience of aspiring business students: 'How to get rich quick'.

To a women's group: 'Women in the City: overcoming the barriers.'

To senior management: 'Our team's performance in the past month.'

A builder:

To an audience of young children: 'How to make your own toys?'

To an audience of homeowners: 'Disasters in do-it-yourself maintenance.' To a builders' association: 'The most awkward people I have had on my site.'

A famous example of a topic tailored to the audience was US President Ronald Reagan's 'Evil Empire' speech. In 1983, the Cold War and the arms race were at their height and Reagan had been invited to address a Christian convention. He skillfully used this opportunity to present the Cold War as a war of morality—something far more appealing to the religious audience than a discussion of geo-politics:

As good Marxist-Leninists, the Soviet leaders have openly and publicly declared that the only morality they recognise is that which will further their cause—which is world revolution... Lenin said that they 'repudiate all morality that proceeds from supernatural ideas'—

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