



Course on Public Speaking for College Students

大学英语演讲教程

崔琳琳 林立 著



外文出版社

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**A COURSE ON PUBLIC SPEAKING
FOR
COLLEGE STUDENTS**

崔琳琳 林立 主编

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图书在版编目 (CIP) 数据

大学英语演讲教程 / 崔琳琳, 林立主编. —北京: 外文出版社, 2004

ISBN 7-119-03635-1

I. 大… II. ①崔…②林… III. 英语-演讲-高等学校-教材 IV. H311.9

中国版本图书馆 CIP 数据核字 (2004) 第 011045 号

外文出版社网址:

<http://www.flp.com.cn>

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大学英语演讲教程

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出版发行 外文出版社

社 址 北京市百万庄大街 24 号 邮政编码 100037

电 话 (010) 68995963 (编辑部)

(010) 68329514/68327211 (推广发行部)

印 刷 北京顺义振华印刷厂

经 销 新华书店/外文书店

开 本 20 开 字 数 200 千字

印 数 0001-8000 册 印 张 15.25

版 次 2004 年 4 月第 1 版第 1 次印刷

装 别 平

书 号 ISBN 7-119-03635-1/H·1548 (外)

定 价 20.00 元

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Contents 目 录

►► Preface

前言	(1)
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►► PART ONE What is Public Speaking?

什么是公众演讲?	(3)
Unit 1 Introducing Public Speaking 公众演讲简介	(5)
Unit 2 Conquering Speaking Anxieties 克服演讲恐惧症	(17)
Unit 3 Analyzing and Evaluating Speeches 分析与评价演讲	(28)

►► PART TWO How to Develop a Public Speech?

如何构思演讲稿?	(41)
Unit 4 Selecting Your Topic 演讲的选题	(43)
Unit 5 Supporting What You Say 演讲的支持材料	(56)
Unit 6 Organizing the Body of Your Speech 演讲的构架	(72)
Unit 7 Beginning and Ending of Your Speech 演讲的开头与结尾	(84)
Unit 8 Outlining Your speech 演讲的提纲	(98)

►► PART THREE What are the Varieties of Public Speaking?

公众演讲有哪些类别?	(113)
Unit 9 Speaking to Inform 信息型演讲	(115)
Unit 10 Speaking to Persuade 劝服型演讲	(126)
Unit 11 Speaking on Special Occasions 礼仪型演讲	(138)
Unit 12 Speaking Impromptu 即兴型演讲	(153)
Unit 13 Learning to Debate 学会辩论	(164)

► **PART FOUR How to Present a Public Speech?**

如何呈现公众演讲? (177)

Unit 14 Using Speech Language 演讲用语 (179)

Unit 15 Delivering Your Speech 演讲技巧 (191)

Appendix 1 Speeches for Appreciation and Analysis 演讲佳作赏析 (202)

Appendix 2 Possible Speech Topics 演讲题目一览 (236)

[illegible]

在改革开放的中国,随着英语交流的日益增多,人们也越来越重视英语演讲技能的训练,许多高校也开设了英语演讲的选修课。为此,国内迫切需要一本内容详实、实用有效、操作简便、适合大学生学习及自学特点的英语演讲教材。《大学英语演讲教程》的编者正是考虑高校英语教学及英语爱好者的需要,在大量参阅国外演讲教材并整理多年英语演讲选修课讲稿的基础之上,推出了这本内容新颖、编排实用的教材。本教程的大部分内容已经在教学实践中使用,并且证明效果显著。

1. 系统易练

2. 方便实用

1

3. 功能丰富

本教程考虑到了中国英语学习者的特点，在内容设计上体现了听、说、读、写并举的特点。每单元的案例研究（Case Study）以及演讲技能（Speaking Skill）两部分内容详实，语言地道，是极好的阅读材料。实战练习（Application Tasks）部分的形式多样，其中不乏训练学生写作能力的好活动。本书还配有精彩演讲赏析，多为原声录音，既训练了学生的赏鉴能力，也提高了他们的听力水平。

4. 时代性强

本教程选材新颖，充满时代气息，强调英语学习与现代科技的有机结合。每单元的最后都附有与该课主题密切相关的超级链接（Internet Link），鼓励学生利用因特网进一步学习相关内容，从而调动学生的积极性，开拓学生的视野。

在编写此书的过程中，我们得到了许多中外人士的支持和帮助。在此，我们一并致以衷心的感谢，并向为本教程提供了网上资料的梁丽娟、张亚蕾表示特别的谢意。

编 者
2004 年于北京

PART

ONE

What is Public Speaking ?

什么是公众演讲？

Unit 1

Introducing Public Speaking

公众演讲简介

All the great speakers were bad speakers at first.

——Ralph Waldo Emerson

Public speaking is an important part of communication, and communication is not only part of your education but also the way you gain and apply your learning. A liberating and lifelong education occurs only through communication, with ourselves and those around us.

—— G.L. Grice and J.F. Skinner

Objectives 单元目标

In this unit, you will

- learn the elements of an effective speech.
掌握精彩演讲的构成要素
- get to know the characteristics of a good speaker.
分析成功演讲者的特点
- be informed of the steps that lead to an effective speech.
了解进行有效演讲的具体步骤

Case Study 案例研究

"Welcome to public speaking," said the instructor. "By enrolling in this course you are giving yourself not one but three golden opportunities. First, the opportunity to grow personally; second, the opportunity to excel in your career; and third, the opportunity to practice communicational skills essential to the survival of a democracy."

Dana heard everything the instructor was saying, but the words just bounced around in her head. Public speaking. Public speaking. Public speaking. Now, to earn her degree, she was going to give speeches. That was all she could think about. Give speeches. Give speeches. Give speeches. What would she talk about?

As Dana thought carefully and seriously about the instructor's words, the instructor continued: "With that in mind, your first assignment is to think for a moment about the most effective speaker you've ever heard. What are the characteristics that made him or her outstanding?"

Dana put up her hand.

(Adapted from Jablonski & Gardner 1993: 2)

Discuss the case 案例讨论

1. What would you say to fulfill the assignment?
2. What do you think makes a good speech?
3. What benefits will effective speeches bring you?

Speaking Skill 演讲技能

Speaking opportunities are all around you. This is really a good thing! You might be asked to stand before your class and speak for three minutes. You might be asked to pres-

ent a report on a class project to a group. You might be asked to answer unexpected questions in an oral English class. You might be asked to attend a debate. You might be asked to talk about yourself, your past, your present and your future. You might be asked to air your views on certain issues.

Speaking gives opportunity to organize your ideas. Speaking makes you think and reason. Speaking lets you get used to managing anxiety and talking in public. Speaking practice makes you feel more confident. Speaking is an integral part of your college experience and future success, so grab all opportunities to practice your speaking skills, either it is a formal presentation or a casual group discussion.

Speaking in a foreign language in China is a rare chance. You must seek it and grasp it if a chance comes. You can participate in classroom activities, go to English Corners, attend seminars, and speak to teachers and exchange views with native speakers. These speaking practices give you confidence and naturalness needed to speak in public – that is to speak to a larger audience.

There are many forms of public speaking, each with its own clutch of special skills and attributes. They include speaking to inform (those that tell people about a topic), speaking to persuade (presentations that convince your audience to think or believe as you do about a topic), speaking on special occasions (speeches made on special settings), impromptu speaking (spontaneous presentations requiring little preparation), and debating (formal presentations covering the affirmative and negative side of an issue). You will get more detailed information about each type in the units to come. For most of us, speaking in public is daunting. The good news is that the skills of public speaking can be learned. Let's begin learning about the characteristics of an effective speaker.

Becoming an effective speaker 成功的演讲者

Think for a moment about the most effective speaker you've ever heard. What made him/her outstanding? Read the following checklist and answer all the questions included.

A checklist for an effective speaker 成功演讲者的特点

Overall 演讲的总体印象

Does the speaker consider the audience?

Does the speaker have clear objectives (to inform, to amuse, to persuade)?

Organization 演讲的组织结构

Is the topic relevant to the audience?

Is there a clear structure (beginning, middle, end)?

Does the speaker use strong supporting material to present the speech's core idea?

Does the speaker link the parts together?

Does the speaker consider the timing?

Delivery 演讲的呈现技巧

Does the speaker speak clearly?

Does the speaker speak at the right speed?

Is the quality of the speaker's voice acceptable?

Does the speaker use clear, interesting, and accurate language?

Does the speaker use his/her body to emphasize meaning?

Does the speaker maintain eye contact with the audience?

Does the speaker appear confident and positive?

Does the speaker look for and respond to feedback?

Now share your answers to the above questions with those of your classmates. What have you found about their answers? Right, they're all saying "YES" to the above questions, just like you do. Each aspect mentioned in this list is crucial to an effective speech. To become an effective speaker, you need to meet all these basic requirements. Let's now begin learning about how to build an effective speech.

Building an effective speech 构建精彩演讲

The following steps have been proved to be effective in preparing successful speeches. You may have used some of them before. Or you may have used many of them. However, you may not have used these steps in a systematic way. Study the following steps. They include:

1. Analyze the audience and setting 分析听众与演讲的场合

You will speak to an audience. You want them to understand you, to enjoy your speech. Your first and most important priority is to analyze the audience and learn about the setting so you can adapt your topic and the message to the audience and the physical environment of the presentation. You want to get the attention of the audience and create a message that is easily understood.

2. Select a topic and formulate a specific purpose 选择演讲题目、确定演讲目标

Select a topic you are knowledgeable about and interested in and adapt it for a specific audience. You narrow the topic and formulate a clearly phrased goal that can be accomplished in the prearranged time. Being able to adapt a message to a specific time is a fundamental speaking skill. It helps you to focus on the important ideas you want to present. You cannot talk on and on for hours as you're chatting with a friend. You have to adapt yourself to the time allotted.

3. Gather information 收集相关资料

You select the information for your speech. It may come from your experience and knowledge or research or a combination of both sources. The impact of your speech will be partly determined by the information you use in your speech. You may need to go to the library or the Internet for the needed information. Without information you have nothing interesting or valuable to speak about.

4. Organize the information 组织所收集的资料

You now have enough information to speak about. You select and arrange the main

ideas in the body of your speech, so they can stand out during the presentation. The main points are the focus of any speech and the content is built around them. You structure the whole speech, the way it is to be delivered, into the sequence of introduction, body, and conclusion, so that the information flows smoothly to the audience. You then follow the outlined path you lay down. Your information will be thus clearly organized, well presented, and importantly you will not jump around topics.

5. Word the presentation 雕琢演讲用语

You use clear and concrete language to present the speech so the audience can grasp the information easily and with a minimum of confusion. By using less abstract concepts and more common expressions your ideas can get across successfully.

6. Practise the presentation out loud 演练准备的讲稿

You can rehearse your presentation either on your own or in front of friends who will give you helpful feedback. The rehearsal will give you confidence and assurance.

7. Apply effective delivery skills 运用有效的演讲技巧

You can use delivery skills to improve your presentation. Your voice can add animation and interest to your presentation. Your gestures and body language illustrate your points and direct the audience's attention. Your use of relaxation exercises, ways of resting and enjoying yourself, will help to build up your confidence of speech delivery.

8. Conquer speech anxieties 战胜演讲恐惧症

Anxiety is part of giving a speech, but it is rarely an unconquerable obstacle. Very few of us ever shake off all our nervousness about public speaking, but most people can learn to control it, reduce it, accept it, live with it. Experience has proven that people can learn to cope with these fears. Here are some practical, platform-tested techniques that will help you reduce your suffering from stage fright:

◇ Pick a topic you are comfortable with.

选择熟悉的话题

◇ Give yourself enough time to prepare fully.

准备的时间一定要留充分

- ◇ Realize you appear more confident than you feel.

要意识到你的外表比你内心的感觉更自信

- ◇ Visualize yourself succeeding.

想象你在走向成功

- ◇ Understand that nervousness can be controlled.

要认识到紧张是可以控制的

- ◇ Occupy your mind with what you want to say.

心里只想着要演讲的内容

- ◇ Settle into a routine for relaxing.

进入使你放松的常用方式

- ◇ Enjoy speaking.

享受演讲带来的乐趣

Whether you have spoken once or a thousand times, you use these steps to prepare and deliver your speech. The more you apply and practice them, the greater your skills will improve. One of our problems is that before we speak in public, we don't often plan, or think carefully about it; and after we speak, we don't often reflect on our performances. Therefore, the chance for continued improvement is low. Let us start from now on, practice using these steps.

Summary 单元小结

Public speaking is important to success in all walks of life. The further you advance in your profession, the greater your opportunities and requirements for giving presentations. You can all benefit from taking public speaking courses and studying to improve your presentation skills.

To become a competent speaker, you should learn to tailor every presentation to the audience, to the occasion and to the theme of the gathering. To prepare an effective speech, you need to follow eight steps:

- (1) Analyze the audience and setting.

分析听众和场合

- (2) Select a topic and formulate a specific purpose.

选择话题、明确目标

- (3) Gather information.

收集相关资讯

- (4) Organize the information.

组织收集到的信息

- (5) Carefully phrase the presentation.

认真选择表达方式

- (6) Practice the presentation out loud.

出声演练演讲

- (7) Apply effective delivery skills, and

运用有效的表达技能

- (8) Conquer speech anxieties.

克服演讲焦虑

Becoming a poised, confident speaker is a journey of a lifetime, and each time you do a presentation, you should learn something more about yourselves and your topics and that will enable you to improve your performance the next time.

○ Review Questions 思考讨论

1. Name some use of speech in real life.
2. What are the features of successful speech?
3. What are the steps that can lead you to an effective speech?
4. How do you conquer stage fright? Tell your partner(s) your experience in a public speaking situation.