



# 英语演讲 选评100篇



◎ Sue Kay (英) 金利民 樊葳葳 编著

『CCTV杯』全国英语演讲大赛2002—2005

英语演讲系列

"CCTV Cup" English Speaking Contest 2002-2005

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100 ENGLISH SPEECHES WITH COMMENTS

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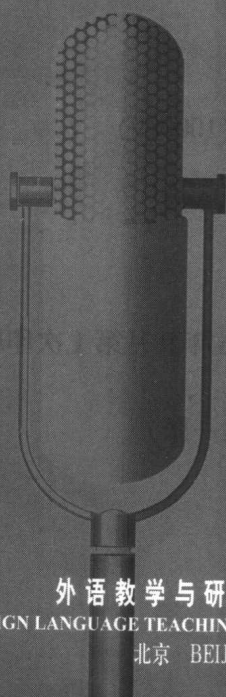


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# 前言

从2002年起,中国中央电视台和外语教学与研究出版社合作,成功地举办了四次“CCTV杯”全国英语演讲大赛。这一赛事质量高、影响广,选手们来自全国31个省、市、自治区及港澳台的600多所高校,代表了我国大学生英语演讲的最高水平。

回顾四次比赛中选手们的表现,可以看出我国大学生英语演讲的总体水平有了很大的提高,选手的英语表达能力和整体表现力逐年增强。这一方面反映了我国英语教育的丰硕成果,同时也体现了“CCTV杯”全国英语演讲大赛等高质量活动对提高选手英语演讲水平的促进作用。但是,我们也注意到,在这几次大赛选手们的表现中存在一些普遍问题,于是我们编写了这本《英语演讲选评100篇》,希望我们的点评能够给准备参加英语演讲比赛的选手一些启发和帮助,也希望这本书和与其配套的光盘能够成为大学英语演讲课的辅助教材。

本书共分为三个部分。第一部分从总体上介绍英语演讲的特点和要素,以及在准备定题演讲和即兴演讲时可用的方法和注意事项。第二部分为演讲与点评。我们从2002-2005年“CCTV杯”全国英语演讲大赛的半决赛和决赛中挑选了定题演讲和即兴演讲各50篇,每篇演讲的文字材料后面都附以简短的点评,指出该演讲的优点和可以改进的地方。在选篇中,我们尽量从内容、形式、风格等方面挑选有代表性的作品。在点评中,我们尽量做到重点突出,抓住演讲的主要特点——内容、结构、论证的逻辑性、语言、风格等进行点评;所有演讲均保持原貌,限于篇幅,点评部分未一一指正演讲中语法、用词的错误或个别言辞、观点的偏颇,尤其是即兴演讲中存在较多此类问题,请读者阅读时注意辨别。第三部分是建议,是在总结了百篇英语演讲中所存在的问题后就演讲内容和形式提出的总体性建议。

在使用这套资料的时候,读者可以先从第一部分和第三部分入手,对英语演讲的特点和中国学生普遍存在的问题有个大致的了解,然后再对照音像资料阅读点评,因为点评的内容往往会涉及到演讲的形式,没有音像资料很难全面理解点评。

由于篇幅所限,我们无法在点评中详细阐述英语演讲的相关问题。有兴趣的读者可以阅读康苏姗(Sue Kay)的《实用演讲技巧》(*Practical Presentations*)和斯蒂芬·卢卡斯(Stephen Lucas)的《演讲的艺术》第八版(*The Art of Public Speaking*),两本书均由外语教学与研究出版社2004年出版。

在这本书的编写过程中，我们得到了很多人的帮助，在此表示真诚的谢意。我们感谢外语教学与研究出版社，特别是这本书的责任编辑段长城女士，感谢她的敬业精神、耐心细致的工作和多方面的协调。在编写过程中，樊葳葳老师的学生给予了很大的帮助，他们听写了部分演讲的文字资料，还协助樊老师进行初步的分析，特别是胡祥键同学，做了大量的工作。有了他们的帮助才使这本书得以顺利完成。最后，我们还要感谢100篇演讲的作者，感谢他们的支持和配合，他们的思想、幽默、个人魅力和出色的英语表达能力使我们的点评工作充满了乐趣。

编者  
2006年8月

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# Introduction

Public Speaking is a useful skill that can be learned. Whereas, great orators are probably born and not made, we can all learn the techniques of how to give an effective speech. Too often important information is lost on a bored or unimpressed audience because the speaker doesn't know how to deliver the words effectively or because the content of the speech is unstructured, undeveloped or uninteresting.

Being able to speak effectively in public is increasingly important in business as presentations are a normal part of the modern business day. They are given, for example, to provide information to clients, to persuade customers to buy or to inform staff about new policies.

University students therefore are advised to consider learning the necessary skills whilst they have the time and opportunity to practise. The "CCTV Cup" has provided many people with the chance to shine on the national stage but before doing so, students have practised and experimented within their smaller and less awe inspiring campuses. One thing that all effective public speakers have in common is that they have prepared well before standing on any stage. Non-student readers could consider the benefits of joining or setting up a public speaking club in order to practise and prepare. Guidelines about how to do this are given in *Practical Presentations* by Sue Kay (published by Foreign Language Teaching and Research Press, ISBN 7-5600 - 4537-5).

However, it is often difficult to know whether a speech is effective. To this end, the authors have selected 100 speeches from the "CCTV Cup" competitions of 2002-2005 and have provided written evaluations for each speech. Please note, not every incorrect word or undeveloped point in every speech is highlighted. Generally, the authors have mentioned the points that will be most useful to readers and have attempted to provide as wide a range of evaluation as possible.

Readers who want to learn from this book are advised to watch the speech on the accompanying DVD as well as to read the written script and comments. By doing so, they will be able to learn by both seeing and hearing what works and what doesn't and why.

It is important to note that different people have different speaking styles and that there is no one correct style. It would be very boring if every person giving a speech did it in exactly the same way! However, the elements of a good speech



are clear and are the same for every speech in English. Students should understand the basic elements and then adapt their style to encompass them. The Guidelines for Public Speaking section aims to explain these elements and the General Advice section highlights some of the most frequent mistakes made by speakers.

Of course, there is always an element of subjectivity in the judgement of a speech and readers will not all become competition winners by following exactly all the advice in this book. They will, however, become better and more effective public speakers.