

讲话的艺术

第11版

◆ 鲁道夫·F·维德伯/著 ◆
(Rudolph F. Verderber)

The Challenge
of Effective Speaking

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被西方近300所名校

广为采用的

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蔡晓煦 于敦海/译

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讲话的艺术

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前言

21 世纪的学生在准备演讲和做演讲时受到多种可以利用的媒介的考验, 面临需要与兴趣各有不同的听众。在这一版中, 我不仅更新了例子、理论和参考书目, 而且还为学生们提供了多种多样的新材料, 这将有助于他们在今日世界中更快地学会成功沟通。

新版提供了更多技术方面的指导, 还向学生显示了如何通过准备演讲的必要步骤来有条有理地工作。总体而言, 本次第 11 版利用了教学法, 这种教学法使《讲话的艺术》(*The Challenge of Effective Speaking*) 成为这一领域的佼佼者。我坚信致力于学习本书材料的学生将能够在可能的情况下做出最棒的演讲。新版中的亮点包括:

- **扩大了的技术内容。**贯穿整本教材, 我们极大地扩充和更新了技术内容, 有助于满足 21 世纪学生的需要。学生还能得到利用电子资源以及评估在线材料的实用信息。除此之外, 教材还为制作计算机生成的直观教具提供了具体指导。
- **适应当今学生要求的演讲。**教材包括大量反映当代问题与焦点的新的演讲样本和话题。
- **更注重技巧发展。**新版进一步扩展了先前版本强大的技巧内容, 在每一章都提供了更多获得演讲技巧的实用建议。例如, 在很多章中, 演讲准备过程中的关键步骤由具体的例子来说明, 有助于学生熟悉全过程。而且, 通篇的练习和活动给予学生磨炼技巧的实际经验。
- **更注重提纲。**因为提纲对初学的学生是重要的学习工具, 所以现在有两章是关于演讲的组织和列提纲的步骤, 在教材中也提供了更多提纲样本。
- **完全更新。**除了全书都有学生可以加以联系的当代例子

及科技的最新动向之外,本书的学术知识也被完全更新。

新增特色

以前版本的特色受到了高度好评,以此为基础,我发展了下列特点,以进一步增强学习效果。

- **技术建议。**页边上的特色内容为充分利用在线资料提供了有益建议,还提供了实用信息,并提供了从计算机软件到蜂窝电话等方面的见解。话题包括使用搜索引擎确定演讲题目(第4章)和分析电视上的说服力信息(第13章)。
- **技巧练习。**这些练习用来帮助学生磨炼他们在每一演讲准备阶段中的技巧。通过多种多样的活动——从自己录音、观察、反馈、编辑样本材料和写出答案到具体问题,学生将对演讲技巧有更好的掌握。各项活动包括通过头脑风暴想话题(第4章)、准备笔记卡片(第5章)、写出主题句(第6章)和使用具体、形象和准确的语言(第10章)。
- **演讲评估清单和听众分析清单。**9个详细的反馈清单为学生提供了框架,使他们能对自己和其他人的演讲以及他们的演讲情景和听众做出评判。这些演讲评估清单被制成适合本教材中的各种演讲,包括讲解型、解释或示范过程型、激发型和反驳型,的形式。
- **道德反思。**这些专栏扼要列出道德方面的挑战,要求学生批判地思考分析演讲者所面临的各种道德两难情景。话题包括使用有争议的直观教具(第9章)、剽窃与做提纲(第6章)及恰当的资料引用(第12章)。
- **词汇表。**页边的重要术语使学生能迅速找到每一章的重要术语。
- **用于分析的演讲和提纲样本。**教材本身包括11个演讲(9个学生演讲和2个专业演讲)。每一个学生演讲前都有一个由完整句子组成的提纲并附有作者的注释,在精选的案例后面还附有助于演讲分析的问题。

各章节中的主要变化

教材保留了先前版本的基本组织结构。不过,有些材料被安排得更合理,另一些材料则被完全修改了。以下是各部分的变化:

第一篇“介绍”:该介绍部分共分3章,被完全修改了,它为学生初次演讲和听同学演讲打下坚实的基础。

第二篇“准则”:第二篇中的主要变化为准备面向具体听众的演讲提供了更加完整连贯的方法。这8章阐述了有效演讲计划的7个步骤,到第二篇结束时,学生们已做好充分准备,能进行他们的首次长篇演讲了。不过,因为班级规模变大,可能要求在全班同学完成第二篇的所有章节之前,就得做出要判分的演讲,所以我们提供了第2章“为你的第一次演讲做准备,克服紧张”,它提供了做演讲过程的概览。

第三篇“知识性演讲和说服性演讲”:这部分被合理地分为3章,以帮助学生关注发展有效知识性演讲的最关键要素和工具,发展推理技巧,并将推理技巧运用于准备有效的说服性演讲。

第四篇“适应其他场合与形式”:这两章经修订加入了本教材的教学新特色。

虽然整本书通篇被更新和修改,但下列章节变动最大:

- **第1章“演讲简介”**,更多地强调了有效演讲技巧的益处,也包括了向多样化听众做演讲所面临的挑战、扩展了道德责任方面的内容、增加了批判性思考的新内容。
- **第2章“为你的第一次演讲做准备,克服紧张”**,关于准备首次演讲的部分被完全修改了,在演讲准备工作的7个行动步骤的提纲上变动最大。它为学生如何减少演讲紧张感提供了更多具体指导。
- **第3章“批判地听演讲”**,现在更强调听演讲和分析演讲。而且,增加了新内容,是关于学生如何向他们的同学提供积极性反馈。
- **第4章“选择话题、分析听众和场景并确定你的演讲目标”**,让学生一步一步地学习话题选择、听众和场景分析

和更详细的演讲目标写作,每一步骤都包括一个分析演讲场景和听众的清单。

- **第5章“在信息时代研究你的演讲”**,被完全修改了。这章现在以在线资源及传统资源的使用为特色,帮助学生寻找演讲资料。读者看到作者的3个学生如何利用不同资源来寻找材料,其中重点尤其放在通过学校图书馆数据库和因特网等电子形式获取信息。
- **第6章“组织演讲正文并列提纲”**,有两章有关组织结构和演讲提纲的内容被完全修改和扩充,这是其中的第1章。这1章对“概括主要观点”那部分做了改动,引导学生一步一步熟悉该步骤,“选择并概括支持性材料”那部分也做了修改。
- **第7章“组织引言与结论并列提纲”**,修改并扩展了引言和结论部分,还增加一个关于“准备好练习(演讲)用的笔记”的新部分。
- **第8章“适应听众 调整演讲”**,是本领域别具特色的一章,受到该版评论家的一致好评。本章以一名学生如何准备自己的演讲为例,来说明根据听众调整演讲的过程。
- **第9章“直观教具:从模型到计算机制图”**,被完全修改了。除了增加了包括软件制图在内的有关直观教具的新内容之外,本章现在还包括“选择直观教具”和“设计直观教具”这两部分,并对学生应该做什么和不应该做什么做出归纳。
- **第12章“知识性演讲的准则与实践”**,经重新改写,强调几个重要准则,以广泛运用于基础教程的三类知识性演讲为主:讲解、解释或示范过程和定义等类型的演讲。
- **第14章“练习说服性演讲的技巧”**,被修改过,推理材料现在更好懂。

致 谢

虽然我对本书中的文字负责,但其内容体现了许多人的思想。我十分感谢那些为本版贡献出演讲和提纲的学生。我

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我还想要对执行编辑 Deirdre Cavanaugh、项目编辑 Cathy Linberg、助理开发编辑 Megan Gilbert 和助理编辑 Dory Schaeffer 表达感谢之情,同时还要感谢 Wadsworth 出版公司其他所有参与这一项目的工作人员,也要感谢 Cooper 公司的 Cecile Joyner,他监督本书的制作。我还要特别感谢 Maryanne Koschier,她仔细阅读了手稿,提出许多建议,把我推向一个更高的水平。最后,我要向我的妻子(Kathleen Verderber)表达感激之情,她在讨论本版的内容和教学法中做出了贡献,给予了我无价的帮助。

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 Marcia Kuehl
 Western Iowa Technical Community College
 William Kushner
 Rowan University

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|-------------------------------|------------------------------------|
| Jim A.Kuypers | Ginger K.Martin |
| Dartmouth College | Guilford Technical Community |
| Linda Larson | College |
| Mesa Community College | Shelia Martin |
| Pamela H.Lau | Erie Community College |
| Lancaster Bible College | Melanie Mason |
| Chris M.Leland | University of Nebraska—Kearney |
| Huntington College | Molly Mavhead |
| Maria Len-Rios | Western Oregon University |
| Georgia Southern University | Michael Mbabuike |
| L.Lofthouse | Hostos Community College |
| Wesley College | April McClure |
| Don Love | Adams State College |
| Eastern New Mexico University | Ray McCormick |
| Kara Lowe | Azusa Pacific University |
| Pratt Community College | Earl E.McDowell |
| John Luecke | University of Minnesota |
| University of Wisconsin— | John McGrath |
| Whitewater | Trinity University |
| Christopher Lynch | Catherine McNamara |
| Kean University | Santa Monica College |
| David E.Majewski | James B.McOmber |
| Richard Blond College | Valdosta State University |
| Joanna Malchano | Allen Merriam |
| Trident Technical College | Missouri So.State College |
| Kathy Malone | Kevin Merritt |
| New Mexico Union College | Louisiana Technical University |
| Mary Y.Mandeville | Cathy S. Mester |
| Ohio State University | Pennsylvania State University—Erie |
| Eric Marlow | John L. Meyer |
| Weber State University | State University of New York— |
| Peter Marston | Plattsburgh |
| California Atate University— | Shellie M. Michael |
| Northridge | Volunteer State Community |
| Ben Martin | College |
| Santa Monica College | John Morello |

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|--|---|
| Mary Washington Community
College | Susan Cpt
University of Houston—Victoria |
| Barry Morris
Pace University | Brent M. Ottaway
St. Francis College |
| Betty Zane Morris
Shorter College | Lori S. Owen
Henry Ford Community College |
| Eric Morris
Southwest Missouri State
University | Kerry Owens
Northeast Louisiana University |
| Timothy P. Mottet
Austin College | Patricia Pace
Georgia Southern University |
| Star Muir
George Mason University | James M. Pannier
University of Wisconsin—Barron
County Center |
| Kenneth Mulzac
Oakwood College | Wendy H. Papa
Ohio University |
| Bill Murphy
Riverside Community College | Ward Patterson
Cincinnati Bible College |
| Bill Neher
Butler University | Jean Perry
Glendale Community College |
| Jeffrey Nelson
Kent State University—Trumbull
Campus | Rob Pocock
Hope College |
| Mark D. Nelson
University of Alabama | James B. Porter
Indiana University—Northwest |
| Thomas Nelson
Elon College | Laurinda W. Porter
St. Cloud State University |
| Christine North
Jamestown College | Paul E. Prill
Lipscomb University |
| Dorothea Norton
University of Tennessee—Martin | Tom Puckett
Eastern Washington University |
| Richard O'Dor
Duke University | Randall Pugh
Montana State University—
Billings |
| Clark Olson
Arizona State University | Richard Pyatt
Pace University |
| John Olson
Everett Community College | Alan Ragains
Windward Community College |

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Bill Rabin	American Indian College
Northeast Louisiana University	Joanna Schultz
Melanie J. Reese	Adrian College
Boise State University	Ann M. Scroogie
Melanie Reti-Ross	Santa Fe Community College
Malone College	Nelda Sellers
Chris Reynolds	Marion Military Institute
Otterbein College	Deanna Sellnow
Larry Reynolds	North Dakota State University
Johnson County Community College	Joan Semonella
Susan Richardson	Riverside Community College
Prince George's Community College	Benjamin Sevitch
Craig Rickett	Central Connecticut State University
Spokane Falls Community College	Gail Shadwell
Patricia Rockwell	Elgin Community College
University of Southern Louisiana	Gale Sharpe
Rita Rosenthal	San Jacinto College
Stonehill College	Ned A. Shearer
Liliana Castaneda Rossmann	Western Illinois University
California State University—San Marcos	Stephen M. Shehan
Gail V. Rowden	Adrian College
Metropolitan Community College	Sheida Shrvani
Michael Rowley	Ohio University—Zanesville
Huntington College	Kara Shultz
Jody Roy	Bloomsburg University
Ripon College	George Sibley
Halford Ross Ryan	Western State College
Washington and Lee University	Suzie Sims-Fletcher
Karyn Rybacki	Emerson College
Northern Michigan University	John I. Sisco
Andrew Sacks	Southwest Missouri State University
DeVry Institute of Technology	Amy R. Slagell
Joseph J. Saggio	Iowa State University
	Donna Smith
	Ferris State University