



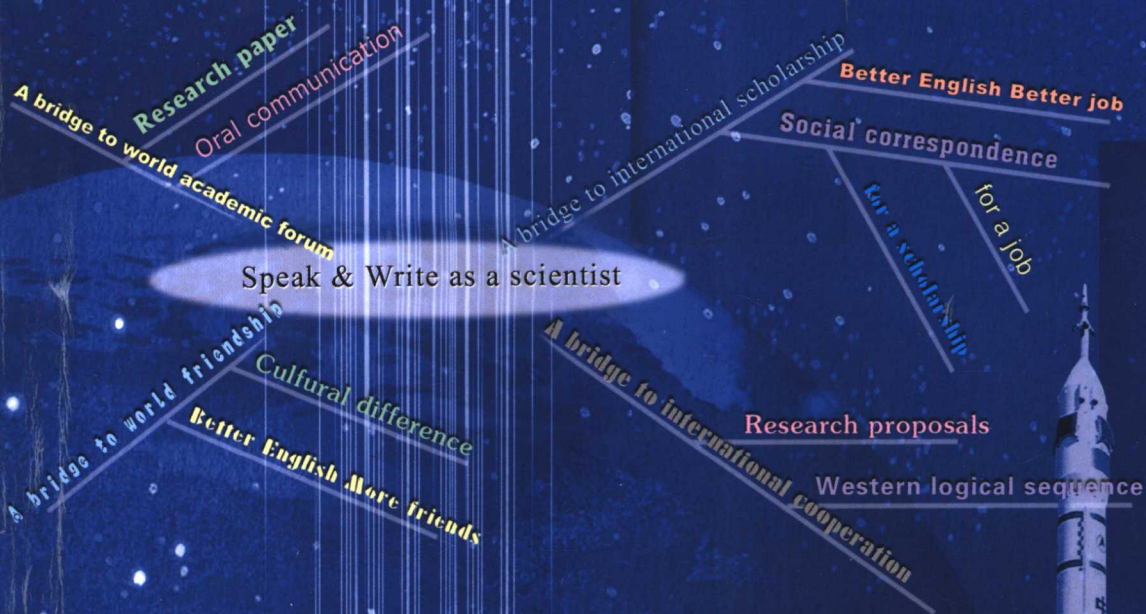
English for New Scientists

新科学家英语

——硕博英语演讲与写作

主 编 王景惠

主 审 [美] Dennis Taylor 秦明利



哈尔滨工业大学出版社



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前 言

《English for New Scientists》以教育部颁布的研究生英语教学大纲为依据,根据硕士生、博士生英语教学的实际,面向真实的国际学术交流,培养研究生跨文化交际的能力。

针对研究生英语教学的国际化、多元化、个性化的特点,我们确定了“博观约取、量中求质、积极建构、培养能力”的教学创新思路,以满足硕士生、博士生的学业需要、科研需要和国际交流需要。本教材聚焦于英语科技写作、英语短文写作和应用文写作。力求题材广泛、内容新颖、语言规范。

本教材的特色:

1. 视角新颖

本教材从英语词、句、篇三个层面展开,重点解决研究生英语写作“四差一慢”的问题:即语言规范性差,应用英语句型能力差,段落展开策略差,篇章逻辑衔接差,写作速度慢。引导学生积极建构语篇,写出简洁、准确、信息层次清楚的英语文章。

2. 高质量输入

本教材依据研究生英语教学大纲,在材料选择上以科学家英语为主线,重视真实的国际交流。围绕中外科技人员所需要的英语写作知识,博观约取,注重实例,引导学生建立英语写作参照框架。以高质量输入,启发英语写作灵感,循序渐进地实现从外语知识建构向外语能力培养的转变。

3. 内容丰富

本教材材料新、实例多、适用面广。内容包括英语论文摘要写作、科研资金申请、国际会议学术报告、英语短文写作等。通过真实语篇,学生一方面可以欣赏英语语言之美,另一方面可以领悟英语语言之力。

4. 实用为本

本教材针对中国学生英语写作的实际需要,选择高频词语和核

心词汇,引导学生在实践中完善写作构思,锤炼英语辞语,悟出英语写作技法,学以致用。

5. 注重自主学习

本教材重视研究生英语自主学习。配有光盘,提供英美教师语音,方便学生学讲地道英语;提供英语写作反馈,便于学生自主学习。重视“说”和“写”的互动,力求说得地道、写得规范、求真务实。

本教材的使用对象为理工科大学的硕士生和博士生,以及从事国际交流的科技工作者,也可选作大学英语的提高教材。

本教材是哈尔滨工业大学资助的“十五”重点教材。研究生院和外语系给予了大力支持。在编写过程中,参考引用了国内外相关资料。承蒙外籍教师 Dennis Taylor(美)、David William(美)、Paul Hedge(英)、Christine Enfield(加)审校全部书稿,在此一并表示谢意。

编 者

2002 年 7 月于哈尔滨工业大学

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Unit One

Oral Presentations

国际会议发言

在国际科技学术交流中,出色的英语演讲能力备受青睐。高水平的英语演讲,一方面能有效地向世界传递科技最新信息,另一方面直接地向世界展示中国科技工作者的最佳形象。对渴望同世界学术大师对话的硕士生、博士生来说,学写国际会议发言稿至关重要。

会议发言大致可分为三类:愉悦听众型(to entertain)、劝说听众型(to persuade)、传递信息型(to inform)。做好口头报告,需要注意以下几个环节:确定报告的目的、分析听众的需求、筛选相关的材料、列出发言提纲、准备辅助性视觉材料、进行必要的演练。

做英语报告时,要信心十足地面对听众,自然大方地演讲。吐字要清晰,适当地调整语速,以突出重要信息点。巧妙地运用辅助手段,以求视觉/听觉美感。以明快、简洁、准确的英语与听众交流。以真诚的话语打动听众、以理性的力量征服听众,自始至终保持演讲的亲和力。

通过本章的学习,相信同学们会更全面地了解国际会议发言的形式和特点,逐步掌握英文传递信息的技巧。同时注意借鉴,并不断实践和创新,力争在国际学术讲坛上一展风姿,为国争光。

ORAL COMMUNICATION



In many fields of science and technology, the ability to communicate technical information orally is just as important as the ability to write well.

1. Objectives

The purpose of this part is to give you advice on how to give formal and informal oral presentations. Upon completing this part, the student should be able to:

- * List ways in which an oral presentation differs from a written presentation
- * List and identify the modes of delivery for a formal speech
- * Classify oral presentations according to their purpose
- * Prepare and use visuals in oral presentations
- * Prepare and deliver to a specific audience an oral presentation that meets a clearly stated purpose
- * Evaluate an oral presentation

2. Speaking Differs from Writing

Speaking and writing have much in common because they are both forms of communication based on language. Speaking differs, however, in several important ways:

- 1) Level of diction. In speaking, typically a simpler vocabulary and shorter sentences of less involved structure are used.
- 2) Amount of repetition. More repetition is needed in speaking to emphasize and to summarize important points.
- 3) Kind of transitions. Transitions from one point to another must be more obvious in speaking. Transition words such as *first*, *second*, and *next* signal movement that is often conveyed on the printed page through paragraphing.
- 4) Kind and size of visuals. Speaking lends itself to the use of exhibits and projected materials. Some kinds of flat materials such as charts, drawings, and maps must be constructed on a large scale.

3. Classification as Informal and Formal

Oral communication might be broadly classified as informal and formal. The term *informal* describes a speech of minimal preparation, whereas *formal* describes a well-planned, rehearsed speech.

Most of us spend a large percentage of each day in informal communication: we talk with friends, parents, fellow workers, neighbors, and family members. Often, individuals may be asked to share views or knowledge about events, people, places, or things with a group, such as a service club, a professional organization, or a class. They may have been asked at the meeting to respond impromptu; or they may have been asked ahead of time but made little or no preparation. In both cases, their information

will be shared through informal oral communication.

On the other hand, formal oral communication involves a great deal of preparation and attention to delivery. Professional and learned people are often asked to share their views and knowledge regarding their field. The deliberate, planned, carefully organized and rehearsed presentation of ideas and information for a specific purpose constitutes formal communication.

4. Modes of Delivery for Formal Presentations

Formal presentations may be categorized according to the speaker's mode of delivery as:

- * Extemporaneous
- * Memorized
- * Read from a manuscript

In the extemporaneous mode—the most often used of the three—the speaker refers to brief notes or an outline, or simply recalls from memory the points to be made. In this way, the speaker is able to interact with the audience and convey sincerity and self-assurance.

In the memorized mode, the speaker has written out the speech and committed it to memory, word for word. The memorized speech is typically lacking in spontaneity and an at-ease tone; and the speaker has the very real possibility of forgetting what comes next.

In the third mode of delivery, the speaker reads from a manuscript. While this type of delivery may be needed when exact wording is required in a structured situation, the manuscript speech has serious limitations. It is difficult for the speaker to show enthusiasm and to interact with the audience, delivery is usually stilted, and the audience may soon become inattentive.

The effective speaker considers the occasion, the audience, and the purpose of the speech in determining the mode of delivery to be used.

5. Classification According to General Purpose

In addition to informal and formal, another way to classify oral communication is according to its general purpose: to entertain, to persuade, or to inform. Any one of these types of communication could be presented formally or informally.

1) To entertain

Oral communication that is meant to entertain is intended to provide enjoyment for those who listen. Probably neither a technician nor a student would have many occasions to communicate solely for the purpose of entertaining except on an informal basis with friends and relatives.

2) To persuade

The goal of communication that is meant to persuade is to affect the listeners' beliefs and/or actions. As a technician you may well find yourself responsible for persuading supervisory personnel or customers or employees to change a method or a procedure, to hire additional personnel, to buy a certain piece of machinery or

equipment, and so forth. Whether presenting an idea, explaining a plan, or selling a product, the same basic principles of persuasion are involved.

The art of persuasion can be summed up in two sentences: present a need, want, or desire of the customer (buyer); show the customer how your idea, service, or product can satisfy that need, want, or desire.

Basic Considerations in Persuasion

If you are to be able to prepare and present a persuasive speech effectively, you must be aware of several factors: the needs, wants, and desires of people; and the kinds of appeals you can make to them.

The Persuasive Presentation

The persuasive presentation involves four steps or stages: the opening, the intensification of need and desire, the supporting proof, and the close. For timing in moving from one step to another, you must use your judgment by constantly analyzing conditions and audience mood.

In approaching the listener, be sincere and cordial. A firm handshake should set a tone of friendliness. It is natural also to exchange a few brief pleasantries (How are you? How is business? Beautiful weather we are having, etc.) before getting down to business.

3) To inform

Of the three general purposes of oral communication—to entertain, to persuade, and to inform—the informative purpose is most frequently employed by the technician. In communicating instructions and processes, descriptions of mechanisms, definitions, analyses through classification and partition, analyses through effect and cause and through comparison and contrast, summaries, and reports, the speaker will have to inform the listeners.

Giving oral informative presentations is a very significant aspect of the technician's communication responsibilities. The next three sections of this part—Preparation of an Oral Presentation, Delivery, and Visual Materials—are geared to the informative speech. The basic principles discussed in these sections are, of course, applicable to any speech situation. For instance, the steps in preparing a speech are essentially the same, whether the purpose of the speech is to entertain, to persuade, or to inform.

6. Giving a Formal Oral Presentation

There are several steps to giving a successful formal oral presentation: you must prepare properly, practice adequately, and deliver the presentation with energy and enthusiasm. Your delivery will be much more successful if you pay careful attention to your preparation and practice.

1) Preparation of an oral presentation

The basic principle to keep in mind in preparing any kind of oral presentation is that all listeners have a limited attention span and cannot be expected to follow everything you say. Their attention will probably wander from time to time, even if your presentation is only 10 minutes long. So, if you want to make sure that your listeners