

开心英汉阅读丛书

# 演讲篇

陈宏新 主编



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## 英汉对照

石油大学出版社

开心英汉阅读丛书

# 演讲篇 (1)

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# 前 言

献给读者的这本小册子,是我和我的同仁对演讲艺术的初步探索。

随着世界各地间相互交流的广泛开展,用英语演讲的机会越来越多:科坛上的成果交流,法庭上的慷慨陈词,求职时的机智应答,课堂上的授业解惑……。甚至可以说,通过演讲,用精湛的语言来表述一切,是一个人整体素质的体现。所以,若想演讲成功,就需要讲究艺术和技巧。

本书正是基于这一点,从演讲的审题、选材到全文写作,以及体语沟通等各方面都做了较为详细的说明。又通过十几篇名讲的评析,帮助读者去理解、欣赏,以便提高自己的演讲质量和水平。我们的宗旨是为演讲者系统地提供一条思路,一条在有限的时间内,能综合分析诸多素材并加以提炼的思路,一条既能抓住听众,又能准确奏响演讲主旋律的思路,使他们事半功倍,短期内取得令人满意的效果。

编写中我们借鉴了许多书刊中的优秀例子和译文,在此,谨向有关编著者和出版者表示深切的谢意。

由于我们的水平有限,疏漏和错误在所难

免。真诚欢迎专家、同行和各位读者朋友提出宝贵的批评意见。

陈宏新

2000 年元月

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# 一、演讲技巧

## 1 演讲的定义

演讲、讲演与演说实为同一概念。对社会生活中这种常见的现象,人们有着不同的理解。有人认为演讲就是做报告,有人认为它是一种宣传鼓动活动,有人则认为演讲是表演与讲解的结合。

\* *Longman Dictionary of Contemporary English* 解释为: a formal and solemn public speech(正式而严肃的当众讲话)。

\* *The Advanced Learners Dictionary of Current English* 解释为: formal speech made on a public occasion(公共场合下的正式讲话)。

\* *Webster's New Collegiate Dictionary* 解释为: an elaborate discourse delivered in a formal and defined manner(以正式而庄重的方式所做的精细论述)。

\* 我国《辞海》解释为:在听众面前就某一问题表示自己的意见或阐述某一事理。

\* 《新华词典》解释为:就某些问题对听众发表长篇的系统的讲话。

简言之,演讲就是在公众场合有系统地发表见解和主张。

## 2 演讲的种类

常见的演讲形式主要有四类:

## 2.1 传递信息式(informative speech)

传递信息式演讲就是向人们通报某件事，或告知人们如何去做某件事。通常采用描写、解释或例释等手段。如：

Next we emptied the bottle and left a small amount of coloured water in the tube. We put back the cork and we put the bottle back into the hot water. The water in the tube was at once blown out at the top. This is because, when the air in the bottle became hot, its volume increased a lot and very quickly when it gets hot ...

由此告诉听众气体受热后迅速膨胀的道理。

## 2.2 劝说式(persuasive speech)

劝说式演讲旨在改变听众的观点、信念或行为。往往是以理服人，以情动人。如：

When you have a vision in life you try to find out the best means to achieve your vision. I am confident that you will find that it is not necessarily a good means to go to college. I would like to call your attention, among other good means, to the fact that if you take pains, you can still have a promising future without going to college.

I am sure that it is high time for us young students to stand up and do something in order to change our educational system for the better. Never be an opportunist. Have a vision.

If many of us go on like that about our education, eventually there will be no such problems as we are right now suffering from. I am sure you can be happy in doing what you really believe is right, even if you can not earn a lot of money. Let us pay any price for the sake of our offspring.

这一篇演讲劝说年轻人不要认为只有上大学才是惟一的出路。为了我们的后代,付出代价是值得的。呼吁年轻人要有理想,并为之而努力。

### 2.3 激励式(stimulating speech)

有时我们也将激励式并入劝说式。但激励式更侧重于用感情去打动听众。如:

It is the American sound: hopeful, big-hearted, idealistic-daring, decent, and fair. For all our problems, our differences, we are together as of old, we raise our voices to the God who is the author of this most tender music. And may he continue to hold us close as we fill the world with our sound—in unity, affection, and love.

One people under God, dedicated to the dream of freedom he has placed in the human heart, called upon now to pass that dream on to a waiting and hopeful world.

God bless you, and may God bless America.

有希望、雄心和理想是时代的召唤,也是上帝奏出的美妙乐章。通过人们对上帝的信仰,激

励人们去履行上帝赋予的使命：把上帝赋予我们的梦想撒播到一个充满等待和希望的世界。

#### 2.4 娱悦式(entertaining speech)

顾名思义，娱悦式演讲就是使听众欢快。此类演讲多用于欢迎、祝贺、婚礼、节日等场合。因而语言不乏风趣幽默。如：

Welcome, everybody,

Merry Christmas to you all! Thank you for coming tonight to celebrate this happy and joyous occasion.

Christmas is really a wonderful time of the year, and there is something in this holiday to appeal to everybody. For myself, I love the pretty decorations that can be seen everywhere. See how wonderful this room looks with all the bright reds and greens everywhere. I know of a fact that my friend over there, Mr. Kane, appreciates Christmas food the most, especially the roast turkey that can be had during the season. And Miss Wells over there likes Christmas because of all the presents she gets from her boyfriends.

There's another reason for liking Christmas, a reason that we should all try to remember. Christmas is the time of brotherhood. At Christmas, we all think more of our fellow men, we are all kind to each other, and we all become generous and warm to each other in the spirit of the season. This is a wonderful attitude to have, and we all feel the

better for it. How miraculous it would be if we could keep this spirit all through the year.

Merry Christmas once again to all of you!

在一片祝福声中,演讲人通过自己看到和体会到的,得出了一个结论:圣诞节是一年中美妙的时刻。因为人们眼之所及无不灯火辉煌,光彩夺目;人们不仅可以大饱口服,还可以收到心爱的礼物。演讲进而深化了主题——圣诞节又是同胞爱的时节,过去的一切恩恩怨怨都会因为人们的宽宏、谅解和亲切而消失得无影无踪。演讲人是在听众喜庆之余,重申了同胞之爱的现实意义。

### 3 稿前准备

#### 3.1 知己知彼

俗话说:“知己知彼,方能百战百胜”。知己,即演讲者必须客观地了解 and 评估自己,选择适合自己的演讲题目。知彼,则指对演讲对象的身份、文化层次的了解。由于听众事先对演讲内容一无所知,而由演讲者去引导和支配,所以演讲的成功与否就要看演讲者能否抓住听众的心。

#### 3.2 材料搜集

确定演讲题目后,就要着手搜集材料。这些材料可以是自己的知识和经验,可以是书刊上的,也可以是采访或书信中得来的。但无论是通过那种渠道得来的材料都必须与主题有密切关系,而且材料的组织安排不是随意地堆砌,而应有一定的顺序。可按时间、空间、事情发展的前后、因果等,也可采用标题形式,使人一目了然。

### 3.3 时间限制

一般人的注意力只能集中十三分钟。所以要使演讲达到预期的效果,演讲以十到十五分钟的长度为宜。如果你要传达许多信息,最长不要超过四十分钟。

### 3.4 音响设备

演讲场所的大小,音响设备的效果也应事先考虑到。假如是科坛演讲,还要考虑到幻灯、投影、图表或是多媒体的应用等问题。

## 4 讲稿框架

除致词外,一般的演讲可分为六大部分。

### 4.1 问候语(greetings)

这一部分比较简单,大多数情况下是:  
“Ladies and Gentlemen”

对一群学生:“Fellow Students”

对入会代表:“Fellow Delegates”

对比赛裁判:“Honourable Judges”

对皇族:“Your Royal Highness”

对总统、大使、主教等:“Your Excellency”

### 4.2 引言(introduction)

当演讲者刚一走上讲台,听众便会因为某种期待注意你。抓住开头的一两分钟,是演讲成功的关键。引言力求简明扼要,其长度通常占讲稿的10%~20%。不要用“我很高兴……我很荣幸……”这种套话来开头。要用人们预想不到的、出乎意料的、能立刻抓住注意力的话开头。“对不起,因时间关系没有认真准备”之类的话也只能破坏听众的兴致。被认为能抓住听众注

意力和兴趣的方法(特别是演说开头部分)有以下五种:

提及听众:“有机会对我们最年轻的、最聪明的学者们……”

提及场合:“我们今天在此相聚……”

提及听众和主题之间的关系:“我演说的题目和我们研究的人的交际问题紧密相关……”

提及听众熟悉的事情:“你们认为这些花会随着我们的喜怒哀乐而出现反应吗?”

出乎意料地陈述事实或意见:“现在已经科学证据表明,植物喜欢和人交往……”

一定要强调你的题目的重要性,强调你对该题目的兴趣。比如: My topic “The Widening Gap Between the Rich and the Poor” is strongly related to an overwhelming question, transcending mere technical or economic developments. 演讲者通过 strongly, overwhelming 两个词充分体现了他所讲题目的重要性。平淡无味的开头会给听众在心理上造成“阴影”,从而影响整个演讲的效果。另外,成功的演讲家,往往在完稿后才最终敲定引言的措辞。

演讲的开头通常有以下几种:

(1) 开门见山式

I'm here today to talk on the subject of the resources war. It is a “war” that cannot be won unless it is waged. It must be waged if our nation is to remain a first-rate economic and military power.

演讲人在第一句就阐明了今天要讲的是资



源战争问题,从而使听众的思路马上集中到这一点上。

## (2) 即景发挥式

Yesterday evening, I went to see a film. As I got there, I found the film was already on, and there was a stretch of darkness inside the cinema. I felt very perplexed, for my eyesight has been very poor. How could I find my seat? I walked in as I thought. Suddenly, I found something very strange on the back of the first seat along both side of the intermediate catwalk. I could see a small illuminated plate with a very soft green light, on which the seat number was clearly indicated. Without any usher, I found my own seat immediately...What kind of new light source is it? Oh I see, it is...

通过自己的亲身经历,随机发挥,很自然地  
把听众引向一种新型光源,而且暗示了它的优越性。这比单纯讲述这种光源的优点更具有说服力。

## (3) 设悬置疑式

Although I may appear rather normal to you at first, barring a few abnormalities, there is something quite unique about me. This uniqueness is so special that only 1 percent of the population ages twenty—twenty-nine can put themselves in the same group as myself.

第一句话就给人留下一种悬念:他是一个