

U n i v e r s i t y   s t u d e n t

# *English* *Speaking*

## 实用大学生英语演讲 训练指南

主编 张敬品 陈益华

天津出版传媒集团



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主编 张敬品 陈益华

编者 李经媛 罗宪乐 张学敏

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# 前言

英语演讲技能的重要性在于它是全球化环境中就业与成功的生存技能。英语演讲有助于培养学生在跨文化语境中的交际能力与素质修养。

《大学英语课程教学要求》提出:“大学英语的教学目标是培养学生的英语综合应用能力,特别是听说能力,使他们在今后学习、工作和社会交往中能用英语有效地进行交际,同时增强其自主学习能力,提高综合文化素养,以适应我国社会发展和国际交流的需要”。这使英语听说能力在大学英语教学改革中被提到了一个非常重要的位置。

每年,全国范围的大学生英语演讲比赛开展得如火如荼,比赛提高了大学生的英语实际应用能力,展现了大学生的综合素质与精神风貌。“外研社杯”全国大学生英语演讲大赛、“21 世纪杯”全国英语演讲比赛及其他各种英语演讲比赛每年都获得极大的关注。选手们于比赛中尽情发挥,展现自身语言综合素质。他们语音标准,思维敏捷,体态得体,对英语语言的驾驭能力也着实给听众留下了深刻印象。但是,对于大多数英语学习者而言,英语演讲依然是薄弱环节。

《实用大学生英语演讲训练指南》根据高校英语教学及演讲爱好者的需要,为配合高等院校进行英语演讲教学及备战各类英语演讲大赛而编写,内容翔实、实用有效、操作简便,涵盖从理论到实训各方面内容,具有很强的针对性。本书语言简明,要点突出,内容实用,旨在指导学生及演讲爱好者系统而有效地掌握演讲的技能,适合高校学生和演讲爱好者系统进行英语演讲的学习和训练。

本书的主要特点:

1. 涵盖面广:本书综合介绍定题演讲和即兴演讲的基本技巧。
2. 讲解清晰:针对热点话题结合大量演讲实例进行文本分析。
3. 切合大学生的实际需要:为演讲者提供了英语谚语、名人名言、名人演讲等素材。
4. 内容形式多样:既有文字,又有音频内容,更生动形象。

全书包括七部分:第一部分综合介绍,详细讲解定题演讲和即兴演讲的基本技巧,如怎样写演讲稿、怎样打动听众等;第二部分为演讲范文,结合大量演讲实例分析其中的闪光之处,给学生或演讲爱好者以指导和启迪;第三至第七部分提供了英语谚语、经典演讲节选、名人名言背诵等材料,为学生或演讲者提供了良好的演讲素材,具有一定的参考价值。附录部分介绍了目前非常具有影响力的 TED 演讲,其内容新颖,贴近现实,尤其是当今网络时代,更符合学生的现实需求。国内两项重要英语演讲赛事,为参赛者提供指导。

本书可作为各类英语演讲比赛的参考用书,也可用于演讲课教学。本书将成为学生进行演讲训练的得力助手。通过大量的演讲训练,可以帮助学生将语言知识转化成语言能力,提高学生语言输出能力,发挥英语演讲在生活、职业等方面的实际作用,增强学生的职业竞争力。

作为一个团队,编写组成员齐心协力,既有分工又互相支持,顺利完成编写工作。

由于水平有限,书中难免存在一些不足之处,请各位专家、读者和广大使用者不吝赐教。

编 者

2013年4月

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演讲,是指演讲者在一定的场合,就某一话题以口语和肢体语言为载体,对听众传播信息的活动过程。作为一种颇具魅力的口语表达方式,演讲已成为现代社会政治角逐、商业竞争、人才选拔、日常社交中的重要组成部分。在这个大环境下,英语演讲成为现代人的必备素质。那么,英语演讲需要哪些准备,如何构思写作演讲稿,演讲现场有哪些技巧呢?这些是演讲者需要了解并掌握的内容。

### 演讲的准备

充分有效的准备可以帮助演讲者在准备演讲时有一个顺利的开端,可以使演讲者纵观演讲准备的全过程,合理地安排各部分并审视每一步骤。

#### 一、心理准备

充分的心理准备是指要对自己、听众和环境有一个全面、客观的了解。

##### 1. 了解自己

要客观地评价自己。根据自身的知识背景、爱好、特长等选择适合自己的题目,全面把握演讲的基本内容,充分了解演讲内容可能涉及到的基本知识。

##### 2. 了解听众

要尽可能多地了解听众的有关情况,根据他们普遍关心的内容及他们共同的背景等来确定演讲的主题,调整演讲的内容和语言,确保听众感到确有收益。例如,面对年轻人时,演讲者应特别注意组织的材料应具有新颖性和时代感。面对专业人士时,演讲者最好选用一些专业关联性较强的事实和例子。

##### 3. 了解环境

要事先了解演讲地点及其设备,如演讲台、多媒体设备等。要了解演讲的程序、主题演讲的时限、回答问题的时限和即兴演讲、拓展演讲的时段。演讲和回答问题超过规定时间会因不完整而严重影响整体效果。

#### 二、确定演讲目的并选题

演讲的目的包括劝说、说明、议论、鼓动和娱乐。演讲者应根据自身条件、演讲的环境以及听众来确定演讲的目的。以“Thoughts on Educational Change in China”为例,演讲者应根据听众的心理特点明确自己的演讲目的。



当听众不了解中国的教育改革时,演讲者的目的应该是:说明事实。

当听众对中国的教育改革信心不足时,演讲者的目的应该是:议论。

当听众对中国的教育改革持否定观点时,演讲者的目的应该是:劝说。

演讲者可结合自己对演讲话题的熟悉程度、兴趣、时代特色及听众类型,确定以“中国的教育改革”为中心内容的选题,如:

教育的重大意义

制约教育的主要因素

解决受教育权的问题

普及基础教育的问题

发展网络教育的重要性

终身教育的问题

提高教育质量

未来教育面临的挑战

### 三、搜集材料

演讲的目的和选题确定后,演讲者应着手搜集相关材料。首先,演讲者要拥有丰富的知识储备,自己的所见、所闻、所感往往听起来更生动有趣、更令人信服。此外,演讲者还需根据演讲的主题,从报刊、图书、国际互联网等资源中搜集各种类型的资料。搜集资料之前,可以先阅读一本与演讲主题有关的代表作,并查看有关参考书目。以此为起点,演讲者可以找到大量有关的参考资料。搜集资料时,要寻找新的研究成果,开辟新的资料来源,以使演讲更加新鲜生动。演讲者还可以进行采访,与熟悉演讲论题的朋友交谈、请教专家,这些可以使演讲者对论题更加熟悉和了解,进而拓展思路。

### 四、组织材料

在正式撰写演讲稿之前,要对搜集的相关材料进行初步筛选和梳理,确定分别用于引言、正文(包括分论点)和结论的材料,舍弃无用和不重要的材料。材料组织好后,可以按照以下顺序使用相关材料提出分论点:时间顺序、空间顺序、话题顺序、因果顺序和问题与解决方案顺序。

## 演讲稿的撰写

### 一、设计提纲

演讲稿的提纲就像是建筑物的规划图,它可以使演讲者清楚地了解演讲所包含的全部内容,各部分之间是怎样关联的,各主要论点是否有充足的论据作为

支撑,它可以帮助演讲者进一步归类、组织、润色、完善手头的材料。如果没有这一步骤,不但整个演讲的准备将陷入迟缓、盲目的状态,而且最后演讲将无法发表。

演讲提纲分整句式提纲和短语式提纲两种。

整句式提纲:用完整的句子写成的演讲稿的全文。演讲者很容易找到结构、支持要点及各要点衔接过程中的构思、逻辑等方面的不足。

Sample:

Topic: My Good Father

Speech Purpose: To inform my audience about the kindness of my father.

I. Father loves mother most kindly.

A. He never hurts Mom with harsh words.

B. He tries his best to help Mom with the housework.

II. Father reasons with us children when we do things wrong.

A. He reasoned with me when I took his favorite record of music out to show off and damaged it.

B. He reasoned with my classmate Hong when we quarreled.

III. Father kept helping our neighbors out of trouble.

A. He helped the Wangs when their house caught fire.

1. He gave them our new quilts.

2. He invited them to eat in our home.

3. He comforted them.

B. He helped the Changs when their baby was terribly ill.

1. He stopped a car and went to the hospital with the baby and her mother.

2. He borrowed money from friends to cover the hospital expenses.

IV. Father never refuses to help a beggar.

A. He helped the beggars when they came to our door.

B. He helped them when he ran into them down the streets.

V. Father helped the people in flood-stricken areas.

A. He donated money.

B. He donated clothes.

VI. Conclusion: Father would be among the God's chosen few, if there were Heaven.

短语式提纲:用单词和词组表达各个论点的核心内容。演讲者可以借以在演讲时回忆演讲的内容,如每段最关键的词语,很难记住的数据、引语等。

Sample:

Topic: My Good Father

Speech Purpose: To inform my audience about the kindness of my father.

- I. Kindness to Mom
  - A. Warm language.
  - B. Help with housework.
- II. Kindness to children
  - A. My own experience.
  - B. His talk with my classmate.
- III. Kindness to our neighbors
  - A. His help of the Wangs
    - 1. Quilts.
    - 2. Dinner.
    - 3. Consolation(安慰).
  - B. His help of the Changs
    - 1. Renting a car for them.
    - 2. Borrowing money for them.
- IV. Kindness to beggars
  - A. Beggars at the door.
  - B. Beggars down the streets.
- V. Kindness to strangers in trouble
  - A. Money.
  - B. Clothes.
- VI. Conclusion: A model citizen for others to learn from.

## 二、撰写正文

### (一) 引言

演讲的引言是开场白,它给听众留下对演讲的第一印象,对于演讲整体基调的确定和演讲的成败有着极其关键的意义,是演讲的一个极为重要的环节。引言应吸引听众的注意力,点明演讲的主题,告知听众演讲的目的及主要论点。引言可采用以下几种方式撰写。

#### 1. 与听众相关

与听众相关、对听众产生某种影响的话题自然可以引起听众的注意力和兴趣。

Sample:

You are being chased by an object of unspeakable horror, yet your legs can only move in slow motion. Each step takes unbearably long and your frantic struggle to run faster is hopeless. Your pursuer gets closer, and your desperation(绝望)turns to terror. You know you are not going to escape. You can't breathe, and you gulp for air that isn't there. You are completely helpless — eye to eye with death.

Then you wake up, gasping for air, your heart pounding(怦怦跳), your face clammy with sweat. It takes a few minutes for you to reorient yourself to reality, for your heart and breathing to slow down. You reassure yourself that it was “just a dream”. Soon you drift back to sleep.

在以“梦”为主题的演讲中,演讲者用生动的语言描述了听众都经历过的梦境,有效地抓住了听众的注意力。

## 2. 强调演讲主题的重要性

要使听众意识到你的演讲十分重要,这样,听众自然会认真听你的演讲。

Sample:

My topic “The Widening Gap Between the Rich and the Poor” is strongly related to an overwhelming question, transcending mere technical or economic developments, namely: In the 21st century, will morality, with its roots in compassion and generosity, be the dominant force in governing human relationships? Or will the new century extol power for its own sake and—in a world divorced from ethical principles—exalt greed, hypocrisy and forces as the normal pattern for life? (The Widening Gap Between the Rich and the Poor, Vital Speeches of the Day, Jan. 15, 1996.)

在以“日益扩大的贫富差距”为主题的演讲中,演讲者在引言中明确指出演讲的主题和与技术或经济问题无关的“一个重大问题”紧密相关。听到这里,听众会急于想了解“这个重大问题是什么问题? ”。演讲者利用“也就是……即……”过渡到下文的问题,抓住了听众的注意力。

## 3. 令听众若有所惊

令人诧异的话语或令人震惊的数据会立即激起人们的好奇心。

Sample:

Parents can be the cruelest people alive. A three-year-old is brought to the hospital with cigarette burns all over the body. An under-nourished(营养不良) eight-year-old is kept chained to his bed for months. An eleven-year-old is kept for years locked up in a brooder house. And an infant has his skull crushed by a loving father. Yes, I know, you have reason to groan, but these examples are just the beginning of a long list of events you have read in the newspapers. There are other events so gruesome(可憎的,令人厌恶的) they can't even be printed in our local newspapers. What makes a mother or a father so neurotic(神经病的)? What causes them to develop the battered-child syndrome(综合征)?

父母是世界上最爱孩子的人。演讲开篇的叙述和父母在人们眼中的形象截然相反。这样的开篇使听众感到震惊,促使听众从一个完全不同的角度,即演讲者的角度,审视父母,由此,激起听众强烈的好奇心,倾听演讲者如何给出问题的答案。

#### 4. 向听众提问

在演讲开始向听众提出问题有助于激活听众的思维,吸引听众的注意力,这些问题并不需要听众给予回答,它们会启发听众顺着演讲者的思路积极参与和思考,全身心地沉浸于演讲之中。

Sample:

Have you ever noticed that more and more people express themselves with their own music, clothes, and languages nowadays? Have you noticed the difference between the young people in the seventies and today? In some ways, music, clothes, and languages are the symbol of an individual, but all these are very superficial. To really understand ourselves, to be a man fit for the rapidly developing 21st century, we as individuals must take part in social activities, and more importantly, find our true value.

在以“人生价值”为主题的演讲中,演讲者就“人们展现自我价值的方式”提问,引发听众思考,进而展开话题。

#### 5. 讲故事

人们一般喜欢听故事,故事中逐渐发展的情节和出乎意料的结局能造成悬念、给人以期待。幽默故事引人发笑,故事中包含的逻辑或哲理给听众以启迪、教益。用故事开头,要精挑细选有针对性的故事,做到叙事简明扼要,所叙事情要与中心论题密切相关。

Sample:

There is a story about a farmer with whom I think we can all sympathize. One morning he announced to his wife that he was going out to put oil in the tractor. He knew that the oil was low, so he left a little early to do that. He found out, though, that the oil was lower than he thought, so he decided to go to the shop to get more. On the way there he noticed that the pigs looked a little hungry, so he decided to go to the corn crib to get some more feed for them. Seeing the sacks of feed, he was reminded that probably, by now, the potatoes were rotting, so he went to the potato pit. On the way to the potato pit he was reminded that his wife had specifically said that she wanted wood in the house that morning. On the way to the house with an armload of wood he had stopped to cut, he saw that the gate to the pasture was open and the horses were out on the road. He dropped the wood and ran for the horses. That night the farmer sat down tired and frustrated. He had never made it to the tractor much less to the field.

演讲者以一个农夫的故事开篇,听众会好奇地问,“这是一个什么故事?”“演讲者想和我们谈什么?”,演讲者以故事吸引听众,引入主题“如何安排好时间”。

#### 6. 讲述亲身经历

亲身经历的事例在现实生活中大量存在,能够有效地引起听众的共鸣。

Sample:

I have been waiting more than 30 years to say this: “Dad, I always told you I’d come back and get my degree.”

I want to thank Harvard for this timely honor. I’ll be changing my job next year... and it will be nice to finally have a college degree on my resume.

I applaud the graduates today for taking a much more direct route to your degrees. For my part, I’m just happy that the Crimson has called me “Harvard’s most successful dropout”. I guess that makes me valedictorian(致告别词者, 告别演说者) of my own special class... I did the best of everyone who failed.

这是比尔·盖茨在 2007 年哈佛大学毕业典礼演讲的引言部分。比尔·盖茨考虑到学生对其成就和个人对大学教育的看法的兴趣,用生动幽默的语言讲述个人经历和感想,即刻抓住了听众的注意力。

## 7. 运用引语

名言锦句、短诗隽语语言优美、富有哲理,具有权威性,也容易吸引听众。

Sample:

We are all familiar with the Chinese saying that “When everybody adds fuel, the flame goes high(众人拾柴火焰高).” This is the importance of cooperation which is seen everywhere, for example, to build a skyscraper we need the combined efforts of the architects and other engineers. But without the toil of the workers, a beautiful blueprint would never be turned into a high building. A cooperative architect will not shut himself in his office. Instead, he will visit the construction site and talk with other engineers and the workers to solve the problems that occur in the process of construction. A cooperative worker bears in mind the designs of the engineers every moment he is on the scaffold. A smart building is the crystallization(结晶) of collective wisdom and skills.

演讲者以听众熟知的谚语“众人拾柴火焰高”开篇,引出演讲的主题“合作的重要性”,开场白简洁、清晰、直入主题。

## 8. 新颖独特的手法

独具特色,有创意、新奇形象的开场白往往令听众出乎意料,例如,下面是一位演讲者在以“20 世纪回眸”为题的演讲中借用独特的幻灯片解读“世纪百年”,取得了很好的效果。

Sample:

Time is often compared to a pyramid:

TOP

One Century

One hundred years

One point two thousand months

More than thirty-six thousand days

(Duan Mu, Changsha, 1999)

## (二) 正文

演讲的正文由若干分论点构成,演讲者要给予这些论点足够的支持和发展才能让听众理解、令听众信服。演讲者可根据演讲的目的按照以下顺序使用相关材料提出分论点:时间顺序、空间顺序、话题顺序、因果顺序和问题与解决方案顺序。

### 1. 时间顺序

演讲者可按照事情发展的先后顺序安排演讲稿的内容,通常用于描述历史事件、人物或事情的进展过程。此结构多见于告知性演讲中。

Sample:

Purpose: To give a brief introduction of Bill Gates to the audience.

Main points:

I. Bill Gates was born on October 28th, 1955, in Seattle, Washington.

II. Bill Gates attended Harvard University from 1973 to 1975.

III. Bill Gates founded Lakeside Programming Group in 1968.

IV. Bill Gates founded Traf-O-Data in 1970.

V. Bill Gates founded Microsoft Corporation in 1975 and became CEO.

VI. Bill Gates became the president of Microsoft Corporation from 1992 to 1998.

### 2. 空间顺序

演讲者可按照空间方位顺序,如从上到下、从左到右、从前到后、由远及近,安排演讲稿的内容,此结构多见于告知性演讲中。

Sample:

Purpose: To inform the audience of the information of Tianjin Library; to help them get access to its primary services.

Main points:

I. As you enter the main doors, you will find the Children's service, Visual Impaired(视觉障碍) Reader's Service and Older Reader's Service in the first room on the right-hand side, and Study Room and Self-service Returning on the left-hand side.

II. Chinese newspapers on the second floor help you keep up with the latest information.

III. On the third floor you come to Music Library.

IV. On the fourth floor you can obtain the information you need from Government Information, Retrieval Service and Digital Resource.

V. On the fifth floor you can find Historical Literature, Rare Books and Tianjin

Local Documents.

### 3. 因果顺序

演讲者首先提出存在的原因,进而阐述叙述问题带来的结果,也可先指出结果再分析产生问题的原因。此结构既可用于告知性演讲中,也可用于说服性演讲中。

Sample:

Purpose: To persuade the audience that exercise does bring a lot of benefits to our health. (Effect)

Main points: There are three good reasons for us to do exercises. (Cause)

I. It can greatly strengthen our hearts, lungs, bones and muscles, thereby changing our whole health for the better.

II. It can make our brains better able to react to what is going on around us.

III. It can help us breed optimism about our tough life.

### 4. 问题与解决方案顺序

演讲者首先提出问题,使听众意识到问题的存在,进而分析问题的严重性,随后提出切实可行的解决或者缓解问题的办法。此结构多见于说服性演讲中。

Sample:

Purpose: To inform the audience of the crisis of business ethics(道德规范) and to give some effective measures to recover ethics in business.

Main points:

I. Most of us are involved in a crisis of business ethics and suffering from it.

A. Some of the victims are deeply caught in chain debts.

B. Some are greatly distressed at the loss of every cent invested.

C. Some are trapped so much as to be indifferent to it.

II. We may take some effective measures to recover ethics in business.

A. Separating business from politics.

B. Uprooting(根除)the regional protectionism.

C. Cultivating an acute sense of fairness and honesty in business.

### 5. 话题顺序

如果演讲者不按照上述四种顺序安排演讲稿的内容,通常会采用话题顺序,也就是说,演讲者将主题按照逻辑关系形成若干次主题,每个次主题都是演讲的一个要点。如果演讲者认为某一点比其他几个要点重要或希望听众对某一点留下最深刻的印象,就先提出这一点,也可以把几个分论点相互交错地提出来,以表明它们同样重要。

Sample:

Topic: Character Education

Main points: Character education has been beneficial in three aspects.



I. Character education meets the need of emphasizing and developing the students' all-round qualities.

II. Character education protects students from being selfish, indifferent(冷漠), conceited(自傲)as well as impolite in their daily lives.

III. Character education teaches students how to learn efficiently, how to live colorfully, how to do things seriously, for their own future, and also for the future of their motherland.

### (三) 结论

结论是演讲的最后部分,也是演讲的高潮,听众对演讲的印象或感想也常常受到结论的左右。一个精彩的结论往往会给听众留下美好记忆,给演讲锦上添花。

结论主要起到两个作用:第一,预示演讲即将结束,使演讲首尾呼应,营造一种整体感。第二,回顾前面谈到的要点,以此总结主题并使之升华。

常见的结论方式主要有以下几种。

#### 1. 总结概括

对前面的内容进行概括性总结,对中心思想做出总结性归纳,起着突出要点、深化主题、首尾呼应的作用。

Sample:

In summary, the medical system in China still has many problems, which may affect all of us, even our whole country. I have mentioned one beneficial way—to use some ways similar to those carried out in big cities such as in Beijing and in Shanghai to ensure that more people get their medical insurance.

As a democratic country, China should try its best to change some medical disadvantages. It should try its best to enable its citizens to enjoy the real benefits of its medical insurance. Only in this way can our country become more prosperous.

演讲者用“In summary”提示听众演讲即将结束,用“I have mentioned one beneficial way”与听众共同回顾了演讲的中心内容,进而通过“China should try its best to change some medical disadvantages. It should try its best to enable its citizens to enjoy the real benefits of its medical insurance.”使主题升华,强调了演讲的意义。

#### 2. 鼓舞激励

使用慷慨激昂的语言提出希望和鼓励,振奋听众精神,呼吁接受演讲观点的听众行动起来。

Sample:

Under these circumstances, protecting forests is everyone's care and share. As long as we take actions, drought and flood will never trouble us any more, and our country will be fully covered with forests in the future. This is my hope of the 21st