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PRESENTATION SKILLS

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上海交通大学出版社

高校英语精品选修课系列

英语公众讲演技巧

Presentation Skills



上海交通大学出版社

内 容 提 要

本书对英语讲演的开始阶段、准备过程,到具体讲演技巧逐一做了介绍,以便读者掌握有关讲演的技巧:如何吸引听众、如何展开论点、如何导出结论等;并介绍了讲演语言的特殊性。

本书可作为高校英语选修课教材,书中配备了相应的练习,供读者按自身情况选择使用。

图书在版编目(CIP)数据

英语公众讲演技巧/赵晓红主编. —上海:上海交通大学出版社,2009

(高校英语精品选修课系列)

ISBN978-7-313-05581-1

I. 英... II. 赵... III. 英语—讲演—自学参考资料 IV. H311.9

中国版本图书馆 CIP 数据核字(2009)第 004855 号

英语公众讲演技巧

赵晓红 主编

上海交通大学出版社出版发行

(上海市番禺路 951 号 邮政编码 200030)

电话:64071208 出版人:韩建民

常熟市文化印刷有限公司 印刷 全国新华书店经销
开本:787mm×960mm 1/16 印张:15.5 字数:289 千字

2009 年 3 月第 1 版 2009 年 3 月第 1 次印刷

印数:1~3 030

ISBN978-7-313-05581-1/H·891 定价:27.00 元

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总 序

21 世纪要求学校培养的人才既要有知识又要有能力,高校毕业生不仅要具有扎实的基础知识,而且还要有宽广的知识面,文理结合,全面发展。这一要求对高校的外语教学也提出了新的任务。高校外语教学不只着重语言知识的传授,还要帮助培养学生的各种英语能力,为适应现代社会做积极的准备。新颁布的《大学英语课程教学要求》和新修订的《非英语专业硕士/博士学位研究生英语教学基本要求(试行)》也明确地反映了这一点。《大学英语课程教学要求》指出:大学英语课程不仅是一门语言基础课程,也是拓宽知识、了解世界文化的素质教育课程,兼有工具性和人文性。因此,设计大学英语课程时也应充分考虑对学生的文化素质培养和国际文化知识的传授。《非英语专业硕士/博士学位研究生英语教学基本要求(试行)》也指出:各个院校和科研机构可以根据需要和可能,为学生开设实用性强的各类英语选修课程,如以语言、文学、哲学、文化、外国概况等为内容的素质课,以社会交往、国际礼仪等为内容的社交课,以英语国家生存常识为内容的出国预备课等。博士研究生英语的教学目的以培养学生用英语进行工作和研究的能力为重点,通过英语教学有效地培养学生用英语进行工作沟通和学术交流的能力。

在大纲的指导下,近年来,许多综合性重点高校都在积极进行英语课程结构的改革。除传统的基础英语课程外,许多高校都开设了各种门类的英语选修课,以帮助提高毕业生的英语综合应用能力,增强自主学习能力,培养综合文化素养,适应我国社会发展和国际交流的需要。

高校英语选修课门类现在虽然很多,但归纳起来,主要有三类,即“语言实际知识与技能类”、“语言应用类”和“语言与文化类”。“语言实际知识与技能类”主要涉及阅读、口语、写作、听力、翻译技能的进一步培养,如中高级口译、翻译理论与实践、演讲与辩论等;“语言应用类”包括商务英语、传媒英语、科技英语、英语学术论文写作、应用文写作等;“语言与文化类”涉及英美社会与文化、西方文学选读、影视欣赏、英美报刊选读等。针对这些选修课,有些高校也编写了相应的教材,但总体上,教材的门类不全,有些课程老师就是选不到一本对教、学双方都适用的教材,有的甚至找不到任何教材,造成某些课程都是老师自编讲义,或每个地方凑一点拿来作为课堂教学使用,因而在教学内容的系统性、延续性和规范性方面都存在较大的随意性,也不方便学生自主学习。加上中国老师和学生都不太适应零散的教学资料,所以有些选修课感觉就是结构松散、不太正规。

为了提高选修课教学质量,同时也考虑到学生对技能类及文化类课程选修的热情,作为上海交通大学研究生院“985”二期立项项目的一部分,我们最终选择编写了《英语公众讲演技巧》、《英语视听与口语》、《英语文化与交际》等教材,以填补空白,进一步满足选修课教学的需要。编写这些教材,我们是有相当的实力和经验的。首先,这三门选修课已在我校非英语专业研究生中开设多年;其次,编著者都是亲自担任这些课程教学的老师,有丰富的教学体会与经验可以融入到教材当中。

在编写过程中充分遵循选修课的特点,考虑了趣味性、知识性、实践性的结合。概括起来,主要有以下特点:

(1) 在教学目标方面,力求拓展学生视野,深化学生英语知识与技能,完善学生知识结构,发展学生的特长与个性;

(2) 在教学内容方面,力求加强较深、较广、较实用的技能培养与知识建构。有的教学内容还可以引出当代现实社会生活的某些相关问题,使学生能结合课程内容,针对这些问题做出自己的思考与评判;

(3) 在教学模式方面,充分考虑了现代教育技术在课堂的利用。要求课程结合多媒体手段,实施教学,完成实践;

(4) 在教学方法方面,教材侧重以讨论、探究与实践为基本形式,设计了丰富的课堂互动活动,如要求学生作 PPT 发言、表演情景剧、写影评等,以调动学生的积极性,开发学生潜能,同时培养学生的自主学习能力与其他综合素质。

我们希望今后在合适的时机,能进一步根据教学需要和编写能力,增加其他选修课的教材,以丰富这一精品选修课系列教材的种类。

赵晓红

上海交通大学外国语学院

2009年2月

前 言

在当今信息互通的时代,学会如何用 PPT 做公众发言或讲演,即如何有效向公众传达自己的信息或思想,对一个受过良好教育的人来说,是十分重要的。其原因有三。第一,是为了满足国际间日益频繁的交流与交往的需要。随着中国国际地位的不断提升,中国的学者、科研人员、商务人员、政府官员等各类人员都获得了更多的在国际舞台上展示自我的机会。参加国际学术会议、商务活动、合作谈判、友好交流活动等等,一个能有效传达自己信息和思想的人,自然会更加令人信服,并获得更多的尊敬。第二,是为了职业发展的需要。无论什么职业,都或多或少地涉及到各种大大小小的工作汇报、部门会议等等,这也需要人们有效发言。一个能和上级及下级有效交流的人,通常能获得更多的职业提升的机会。第三,是为了学习的需要。“英语公众讲演技巧”课程集语言学习与技能培养于一体。一方面帮助学生培养这一重要的交际技能;另一方面,学生在准备发言的过程中,又可以锻炼自己的思维能力、理解能力、概括能力及对思想的整理能力,提高英语写作及口头表达能力。同时,良好的发言能力对提升个人魅力、树立个人成就感、扩大社交圈都具有重要的意义。

“公众发言技巧”虽然是一项十分重要的语言技能,但现实当中了解如何遵循公众发言的一般规律进行有效发言的人并不是很多。许多人也许都听到过这样一个著名的故事:一位中国学者被邀请参加一个国际会议,主办者给他安排了 15 分钟做发言。这位中国学者为会议做了充分的准备,因而在发言席眉飞色舞,侃侃而谈。但当会议主持人告诉他时间已到的时候,他吃惊地说,“怎么?我还没开始讲正题呢。”当然,这是一个极端的例子,说的是这位发言者不知如何合理分配发言时间。现在,鉴于培养公众发言技能的重要性并增加课堂教学的互动性,很多老师都开始要求学生上课时做 presentations。但从总体来看,目前中国高校学生 presentations 的质量不高。其问题常常表现为思维混乱不清、PPT 结构松散、内容繁赘、发言时对语言、声音、体态缺乏有效掌控等等。很明显,这些问题主要都是由于缺乏发言技巧这方面的专门训练而导致的。甚至不少老师虽然经常要求学生做 presentations,但却不知道如何对学生的表现做有效点评,致使学生不知如何提高自己的公众发言技能,这也是学生 presentations 质量停滞不前的原因。

本书对英语公众发言或讲演的一般技巧进行了比较详细的阐述,目的是为中国高校学生和英语老师提供有效帮助。和其他不多的同类教材相比,本教材有如

下特点:

(1) 简明扼要,重点突出。目前国内能买到的相关教材大部分都是从国外引进的原版书,虽然很优秀,但对于中国高校学生尤其是非英语专业学生来说不太切合实际,一是内容太专业了,二是内容太详尽了,不太适合一门选修课作为课堂一般使用。而本教材则充分考虑了高校英语选修课课堂时间有限的特点,略去了许多次要的文字说明,选择了最重点的内容向学生进行介绍。

(2) 举例生动,贴近学生。本教材中大部分举例都是选自中国学生的课堂 presentations 演练,非常贴近中国学生的情况,能够获得中国学生普遍的认同感,从而产生更强的说服力。从举例中,学生也能够看清自己做 presentation 时候的弱点,并根据教材的学习而改进自己做 presentation 的方式。

(3) 练习配套,督促操练。本教材在必要章节都编写了练习,以帮助学生操练所学的技巧,巩固所掌握的技能。

在内容编排方面,本教材是这样安排的:

第一部分为简介,由第 1 章单独组成,着重概述了英语公众讲演技能的重要性、讲演者的基本素质、讲演的种类及基本结构等。

第二部分介绍的是讲演前期准备阶段的主要工作,由第 2~3 章组成。包括如何分析听众特点、如何选题、如何立意、如何收集讲演资料等。

第三部分是关于如何书写发言提纲及组织发言结构,是本教材最重要的学习内容之一,由第 4~8 章组成。主要包括如何规范地书写发言提纲、讲演如何开头、如何安排正文内容、讲演如何结尾、如何使用段间、句间连接以使发言层次分明、逻辑清晰等等。

第四部分主要涉及讲演现场的传达技巧,是本教材另一个最重要的学习内容,由第 9~12 章组成。包括英语讲演的语言特色、视觉辅助手段尤其是 PPT 的制作、声音、体态掌控技巧及如何克服紧张心理、如何应对听众提问等等。

第五部分是关于几种主要的讲演体裁,由第 13~15 章组成。详细介绍了信息式讲演、说服性讲演、特殊场合讲演的特点,并一一举例加以分析说明。其中信息式讲演和说服性讲演是重点,也是学生课堂必须演练的两个主要内容。

最后部分是附录。其中附录的名言警句、中国学生容易发错音的单词等内容,相信会对学习者提高公众讲演能力有很大的帮助。

使用本教材开设“英语公众讲演技巧”课程的几点建议:

(1) 由于本课程主要要求学生实战演练,并且是个体演练,所以建议班级人数不要太多,条件许可的话,以每班 25 人左右为宜。

(2) 建议每个学生课堂至少做两个 presentations,一个为信息式讲演,一个为说服性讲演。这两种讲演都十分重要,在现实中有很高的实用价值。信息式讲演

以传达信息为主,在现实中经常用于各种形式的交流活动;说服力讲演主要是传达观点,经常用于各类谈判、辩论、产品推介等等。考虑到将来学生的需要,这两种讲演都是十分重要的训练内容。

(3) 建议总课时应不少于 36 学时,以保证学生有充足的时间完成“信息式讲演”和“说服力讲演”两个最基本的讲演体裁的课堂演练。

(4) 建议老师不要把太多的课堂时间用于逐章讲课,而是要布置阅读任务,让学生课前课后自学教材内容,老师教学中只做重点讲解。如发现学生做 presentation 过程中某一方面存在较大问题,老师可要求学生重点重读相关章节。

(5) 书中编有大量练习,建议老师选择一些适宜的练习让学生在课堂上完成,以增加教学的互动性。

(6) 学生在做 presentation 演练时,建议老师对学生进行录像,以督促学生自我评价,不断提高讲演能力。可要求学生自带录像光盘,而老师自带摄像机。

本书是上海交通大学研究生院“985”二期核心课程建设立项项目的部分内容。

本书由赵晓红副教授担任主编,丁雅萍、杨晓玲副教授担任副主编。三位老师均在上海交通大学外国语学院担任“英语公众讲演技巧”课程教学多年,收集了丰富的第一手资料,有深刻的教学体会,深知中国学生在做 presentations 过程中哪些方面存在比较突出的问题,因而在教材编写过程中,在重点内容的选择方面也更有充分的针对性,以给学生提供最有效的指点。除主编、副主编外,其他编写人员也长期在上海交通大学外国语学院担任英语教学,有丰富的课堂教学体会和经验。

经过一年多的努力,本书终于呈现在大家面前。希望我们能够得到国内同行的批评赐教,以便今后共同探索,为“公众讲演技巧”这门课程的发展而不断努力。

本书的适用对象包括高校本科生、硕士生、博士生及其他有意于提高自己公众发言或讲演技能的所有人员。也可以作为高校英语教师教学参考。

编著者

2009 年 2 月

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Part I

Introduction

1 Overview of Presentation Skills

1.1 Definition of Presentation Skills

Presentation skills refer to skills you employ when you make a speech to a group of people, no matter whether the group is large or small. Therefore, the word “presentation” usually comes together with the term “public speaking” or “public speech”. “Presentation skills” are also often referred to as “public speaking skills” or “public speech skills”.

Speaking of presentation skills, what skills are specifically involved? Basically, presentation skills involve skills in the following aspects:

Organizing Content

- Setting your speech objective
- Analyzing your audience
- Structuring your information
- Preparing your outline

Using Basic Public Speaking Elements

- Verbal: Your content and language
- Vocal: Your voice
- Physical: Your body

Preparing for Delivery

- Practicing and rehearsing the speech

- Overcoming speech anxiety

Using Visual Aids

- Types of visual aids
- Making effective PowerPoint slides

Interacting with the Audience

- Handling audience's questions

Presentation skills also involve many other minor skills which are not mentioned here. This book will introduce these presentation skills and intend to help you to learn and practice strategies for effective delivery of professional presentations in English.

1.2 Importance of Presentation Skills

Presentation skills are often overlooked by many people as being unimportant. They tend to think that they will never be called upon to speak in public. That is why they do not bother getting themselves acquainted with any public speaking skills. Not surprisingly, when they are faced with the possibility to be asked to present a topic in public, even a topic they know inside out, they often feel at a loss or get tongue-tied.

The truth is, in a time when communication is highly demanded and valued, there is really no way you can avoid public speaking. Regardless of whom you are and what type of job you currently have or plan to have, there is a good chance that one day you will be required to make a speech in public. It may be a presentation for your colleagues, clients, or professional counterparts at home and abroad. It may be a toast at your best friend's wedding. It may be a statement at a community meeting or at an international conference. Whatever the occasion and purpose, you need to be prepared to do a good job when that time comes.

Therefore, it is extremely important to learn the skills of making a public speech. You can benefit from it in several ways:

Public Speaking Advances Your Personal Life

Whenever a good speech is given, it brings great personal satisfaction and a

sense of achievement. This helps the speaker realize his/her self-worth and increase his/her self-confidence towards other things in life.

Public Speaking Advances Your Social Life

If you have the ability to effectively communicate your thoughts in front of a group, your one-on-one interpersonal communication skills will invariably improve as well. This will benefit you socially, outside the realm of school and career.

Public Speaking Advances Your Professional Life

When you are a student in college, you need to do various class presentations over the course of the semester. And you'll be graded not only on your depth of knowledge on the topic, but also on your ability to make a professional presentation to the class. Not knowing how to give a clear and effective presentation will only disadvantage yourself due to the low grade you would likely get.

When you are at the point of hunting for a job or signing up for a new job, you need to go for an interview. During the interview, the interviewers do not just judge you based on your qualifications. Your ability to communicate, both spoken and unspoken, also constitutes a large part of the decision-making process of whether you will be accepted or not.

Today, Today employers consistently rank public speaking and related communication skills as one of the top skills they look for in employees. There is no doubt that the better public speaking skills and the interrelated communication skills you have, the more quickly you will be able to climb the organizational ladder.

1.3 Essential Qualities of a Good Public Speaker

You may have attended many speeches and lectures so far in your life. Have you ever thought about this question: Why are some speakers better in getting their messages across while others are not that effective in their oral communication? Do good public speakers share some essential qualities? What are these essential qualities?

Enough has shown that good public speakers do manifest some common essential qualities;

Good Public Speakers Tailor Their Speech Content to Their Audience

Good public speakers choose topics that meet the needs or interests of their audience. With their speeches, they satisfy a need or contribute to their listeners' knowledge bank.

Good Public Speakers Communicate with Clarity and Conviction

Good public speakers use proper words, phrases, sentences, voice and gestures to convey information clearly. They also know their subjects well. They speak in an affirmative way, providing substantial statements and strong arguments to make their listeners convinced.

Good Public Speakers Are Logical and Organized

Good public speakers organize their speech content clearly. The main points and supporting details of their speeches are easily identified. A well-organized presentation can be absorbed with minimal mental strain.

Good Public Speakers Project Impressive Image with Voice and Gestures

Good public speakers never speak with the same pace, tone, or volume. They vary these vocal elements in order to be expressive and emphatic rather than communicate in a boring monotone. In addition, good public speakers stay close to their audience and look at their audience when they speak. They refer to their speaking notes, but do so only occasionally. They never keep their eyes rested on the speech texts or the computer screen. They use gestures a lot to convey meaning.

Good Public Speakers Use Visual Aids Effectively

Good public speakers use visual aids to make their message more comprehensible. Yet they use visual aids only to *aid* the message, rather than make them *be* the message. That is, they do not get their audience to merely read their message, but help them to get the message more easily.

Good Public Speakers Exhibit Poise and Handle Difficult Questions with Ease

Good public speakers look confident and calm while giving their speeches. They never rush to a start and haste to an end. They also respond intelligently to

the audience's questions.

Good Public Speakers Incorporate Humor

Good public speakers try to create a relaxed environment for their audience with humor. The audience enjoys listening to them and never feels bored and tired.

Do you have these essential qualities? If you do not, you shouldn't worry. Nobody is born to be a perfect public speaker. However, with a lot of practice, you can learn these qualities and become a good public speaker, too.

1.4 Types of Presentations

When people speak, they always do it for a purpose. Public speeches are usually classified according to their purposes. Generally speaking, people make speeches for three different purposes:

- To inform
- To persuade
- To mark a special occasion

No matter when, where, and how you make a speech, your speech will address one of these three general purposes.

Based on the three different general purposes, presentations or public speeches can be classified into three types:

The Informative Presentation

With an informative presentation, your general purpose is to convey information. Thus your speech aims to promote the audience's understanding and awareness of a topic. To do this, you define, describe, explain, or demonstrate information about it.

The following are examples of informative speech topics:

- The Forbidden City
- Bill Gates
- How to Make Chocolate Cakes
- Game Theory

Chapter 13 will introduce the informative presentation in detail.