

# 演讲英语

第二版

*English Public  
Speaking*

马壮寰 编著



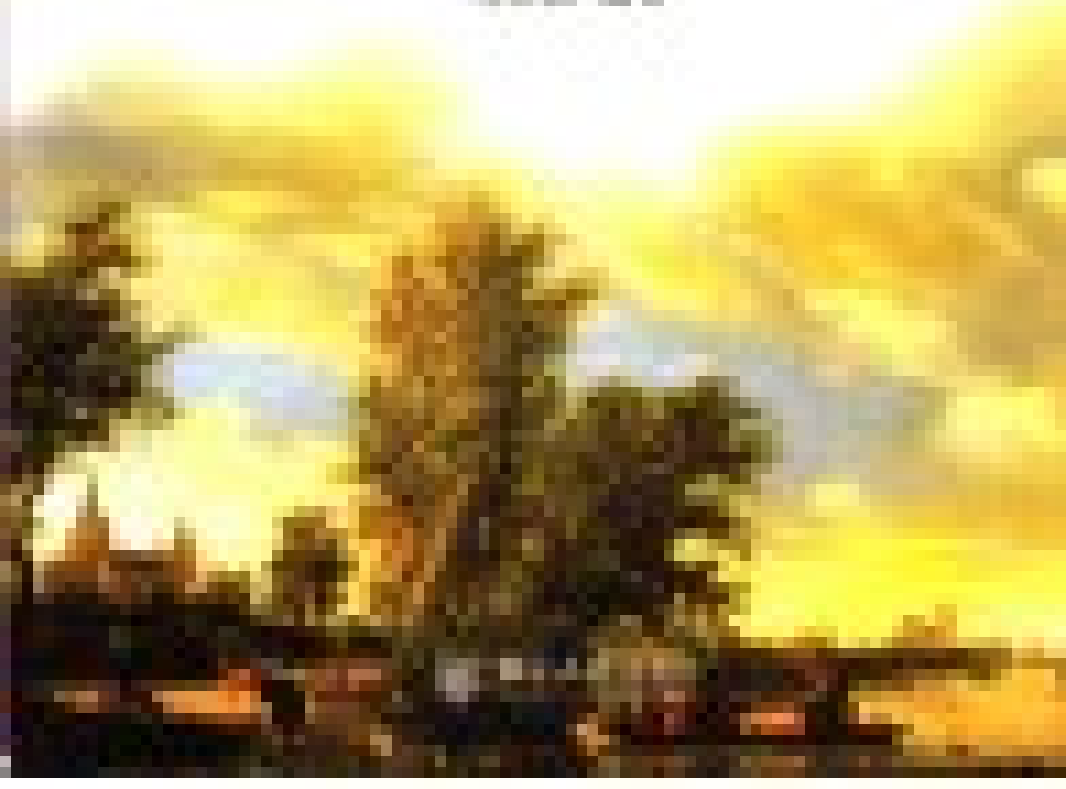
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杨德亮 主编



**English Public Speaking**

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## 再版前言

《演讲英语》自出版以来已经有七个年头。这些年来,随着我国各方面形势的发展,英语演讲活动越来越繁荣,参加者也与日俱增。在大、中学校,当今英语演讲已经是一项普遍、经常、深受喜爱的活动。许多学校开设了英语演讲类的课程,传授有关知识。课余时间,各种演讲比赛吸引了众多的参加者和观众。若干全国范围内的英语演讲比赛更为人们所瞩目,水平之高,影响之大,是前所未有的。

在这种喜人的形势下,可以清楚地看到人们对普及英语演讲知识,提高英语演讲技巧的需求和渴望。演讲如果被看作一门综合艺术,它既是语言的又是非语言的,既是口头的又含有书面的成分;它既需要多种知识也需要多方面的素养;它不仅要求良好的表达能力同时对心理素质和思维能力也具有挑战。然而,演讲的本领并不是先天的,而是可以练就和获得的。为了提高演讲水平,除了需要大量的实践,还需要某些理论知识的指导。只有在必要的理论知识指导下,实践才会更有成效。

基于这样的理解和认识,本书作者乐于将这本小书再次推荐给广大爱好英语演讲的读者朋友。作者对原书做了某些修订,例如在第一章“总论”、第五章“语言选择”等部分有所增加,另外全书还增加了一个“演讲范本赏析”部分。为了适合不同读者的英语阅读能力,本书保留原有的汉语提要。当今由英美作者完成的有关演讲的书籍花样翻新、层出不穷,但是其中许多内容偏难,况且国内一般读者很难得到。本书以中国英语学习者为主要对象,希望能贴近他们的需求,为提高他们的英语演讲水平尽一点力。

本书的修订版得到北京大学出版社外语编辑室的同志们热情帮助。为此向他们表示由衷的谢意。另外应该一提的是,本书的第二版是北京市教委社科立项的一个结项成果。

2005年3月 北京

# 前 言

语言交际在生活中何等重要是不言而喻的。在诸多口头交际方式中,公众演讲有着不可替代的作用。而且随着社会的进步和发展,这种作用越发明显。譬如在某些会议上人们宣读论文,做专题报告;或陈述观点,发表意见;或辩论问题,据理力争。就广义而言,这些都属于公众演讲式的讲话方式。除此而外,在迎送晚会上,在颁奖仪式上,在课堂里,甚至导游人员在陪同游客参观时也都需要这种演讲式的讲话技巧。

人类生来具有说话的能力,然而并非人人都精于讲话艺术。对于这种演讲式的讲话更需要后天习得。大家都羡慕那些善于公开讲话的人,常常不知不觉地被那恰当地体的表达所感染,进而接受他们的意见、观点,分享他们的感情;同时也常为自己不善言辞以及由此导致的不尽如人意的事态而懊悔。但是在羡慕和懊悔之余却不知道口才是可以练就的,不晓得演讲的本领是可以学得。

正是考虑到演讲式的讲话如此重要而且又是可以通过学习逐渐掌握的,本书作者才决定编写这本《英语演讲》。据了解目前英语学习者尚缺乏这方面的学习和训练,国内图书市场上有关书籍亦不多见。本书如能在此方面稍尽绵薄,作者将感到莫大欣慰。

本书编写过程中参考了多种英语原版书籍。作者力求简明扼要,行文流畅,以适合本书设想的英语学习者的水平。

本书首先就英语演讲的特点加以概要的描写,将其与口语交际中的其他方式,如对话,做了对比。接着对演讲的结构,即各个组成部分进行较详细的分析;并在语言运用、修辞风格、谋篇布局等方面引用了不少精彩的实例加以阐释。

如何准备演讲,如何发表演讲是本书另外两个重要内容。知道说什么未必知道怎样说。人们由于表达方式不当而被误解以至陷入窘境的教训并不少见。因此“怎样说”有时显得更为重要。在这方面本

书也介绍了许多方法和技巧,既有语言的也有非语言的。例如,选定题目,搜集资料,起草提纲,模拟演练以及演讲时的体态、手势、表情、声音的控制等方面都在讨论范围之内。

总之,对渴望提高英语演讲能力而缺少有关知识和经验的读者来说,书中包含的许多内容想必会有所帮助。

在此书编写过程中,曾得到王文炯教授、鲍琼女士等人的热情帮助和鼓励,在此一并致以谢意。

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## CHAPTER I

# AN OVERVIEW

## 总 论

### WHY STUDY PUBLIC SPEAKING

#### 为什么要学习演讲

演讲作为一种交际方式伴随着人类经历了漫长的文明史。以西方为例,远在古代希腊、古罗马时期,人们就已熟悉并积极从事演讲活动。

演讲被认为是教育过程中的重要部分,并加以传授。当时,演讲主要分为三种类型:法律的、政治的、礼仪的。演讲与许多重大事件有关。许多演说家成为政治或社会历史的代言人。

在相互理解和合作变得更加重要的现代社会,演讲活动更加频繁与广泛。在当今中国,人们对演讲的兴趣也越发强烈。然而如何理解演讲活动的价值和意义仍然是值得讨论的问题。

演讲并不仅限于某些职业。人们在许多场合不论职业如何都在进行演讲或类似演讲的活动。因而演讲技巧是普遍需要的。对受过良好教育的人们来说,在公众场合能够侃侃而谈更是一种应有的素质。

#### 赢得认可

演讲有助于人们了解你,认可你。许多卓有成就的历史人物都得益于他们出众的演讲口才。作为普通人,我们也都希望对他人施以影响,被他人所尊重。事实上我们都在不知不觉地传播自己的观点。在

此方面,演讲是十分有效的方式。

### 建立自信

演讲有助于增强自信,建立积极的生活观。在众人面前表达自己无疑需要克服胆怯的心理,需要自信和勇气。自信者更勤勉,也更具成功的可能。

### 发掘潜能

演讲还可以帮助你调动更大热情,充分发掘自身潜能,从而成就原来不敢想像的事情。

### 提高英语

对英语学习者来说,英语演讲还可以有效地提高英语水平,特别是在许多情况下都需要的口语表达能力。

Public speaking as a means of communication has evolved through an enormously long historical phase since it was named rhetoric originally. Rhetoric was at the center of the educational process in western Europe for some 2000 years.

Traditionally, rhetoric referred to the systematic study of oratory and applied to the principles of training communicators of almost all kinds, especially orators for debate, in classical Greece and Rome. Therefore, it was also called by Aristotle the art of persuasion. Rhetoric was then taught to their citizens and was regarded as the essence of educational process. Every educated person was assumed to be able to use rhetoric as a skill. People with excellent performance of public speaking were usually revered.

Oratory, the practice of public speaking, was originally divided into three types: legal(or forensic), political, and ceremonial according to its different roles. Legal oratory was the most characteristic type in ancient Athens, where the litigants, according to the law, should defend their own causes by means of public speaking. So public speaking was then related to many vital issues; orators often became voice of political or



social history.

Among the classical orators in that era, Demosthenes (384 - 322 B. C. )<sup>①</sup> and Cicero ( 106 - 43 B. C. )<sup>②</sup> gained the greatest reputations. Cicero was the foremost forensic orator in the first century B. C. of ancient Rome. His arguments would show a command of analysis and logic and great skill in motivating his audience. His legal and political speeches exerted a lasting influence on later western oratory and prose style, and are still regarded as models of Latin diction today.

In modern times, when mutual understanding and cooperation have become far more important, public speaking is more widely and frequently practised. In many situations, people inform or persuade each other largely by speaking publicly.

Today, more people have realized the importance of public speaking and made conscious effort to develop the ability to speak in public. In some developed countries like America, courses in public speaking or some similar courses are commonly offered in universities. The students are required or encouraged to take the courses. There are also special clubs and journals of public speaking in those countries. In China public speaking has also become very flourishing in recent years. For instance, contests of public speaking in different languages including Chinese are often organized for college or middle school students at different levels; publications such as books or magazines on public speaking are also available. More and more Chinese people have become interested in public speaking and therefore participated in public speaking activities. However, to understand the importance and value of public speaking still deserves attention. The questions like "Why do we bother to learn public speaking?" "What benefit can public speaking bring?" are still worthy to be discussed.

Public speaking is not a privilege of a small group of people. There is a wrong assumption that public speaking has little to do with ordinary people; it is exclusively associated with people like statesmen, diplomats,