

Benjamin Sevitch, Ph.D.

Speaking in Public: A Global Perspective

# 公共演讲：全球化视界

[美] 本杰明·塞维奇 著

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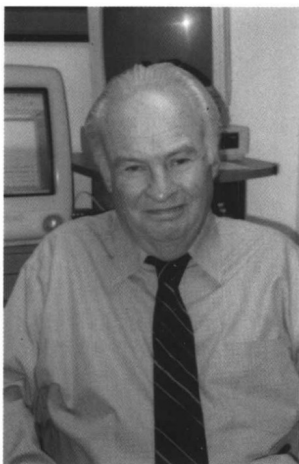
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本杰明·塞维奇博士系美国康涅狄格中央州立大学传播学教授，自1962年以来先后在6所大学教授公共演讲课程。著有《美国历史上非洲裔演说家文选》等书，并参编《黑人史》、《美国公共演讲》和《公共演讲与语言教育》等著作。塞维奇博士还是企业及机构领导如何发表公共演讲方面的顾问。

Benjamin Sevitch (Ph.D., Indiana University, 1972) is a Professor of Communication at Central Connecticut State University. Professor Sevitch has taught Public Speaking every year since 1962 at six different universities. He has authored two other books, including an anthology of African American speakers in American History. Dr. Sevitch has published several book chapters and articles on Black History, American Public Address as well as Public Speaking and Speech Education. He serves as consultant to both large and small companies and organizations and conducts seminars on how business leaders should speak in public. Dr. Sevitch has made numerous presentations himself, before both scholarly and general audiences.

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## 内 容 提 要

本书是专门为亚洲英语读者而写的一本公共演讲方面的著作。它既可用作大学本科公共演讲课程的教材,也可以用作专业人士公共演讲方面的辅导书。本书一个显著的特色是它综合了东西方的修辞传统,且不局限于某个国家的文化。读者通过本书的学习不仅可以极大地提高自己的英语演讲水平,同时在使用其母语进行演讲方面也可得到很大的提高。本书所举案例不仅有美国的,也有中国的,而其论述的演讲原则却适用于任何国家。

本书共分为12章。第1章简要回顾了发源于古希腊并传播至欧美的西方修辞体系的变迁,同时追溯了独立于西方思想又与古希腊思想不无相似之处的中国修辞理论的发展。尽管古代中国没有哪一本书专门讲到过演讲的艺术,但中国哲学家们毫无疑问对这一主题作过很多的论述。第2章对公共演讲进行了定义,并讨论了公共演讲所应考虑的因素和应包括的组成部分。在第3章中,作者讨论了该如何利用图书馆及因特网的资源为计划中的演讲作准备。第4和第5章则论及了如何对受众和机构进行分析,这是任何国家的任何一个演讲人所必须知道的。第6章介绍演讲中开篇和结尾的功能,并列举了供学生们参考的各种例子。第7章论及了演讲的语言风格,在这一方面,不同的语言和文化有不同的例子。作者在此所给的是英语中的例子,但教师们在上课时可结合本国语言和文化的特点进行补充。比如,中英文中都有隐喻,但不一定是一致的。第8章讨论了演讲的方式,包括一些原则性的东西以及与不同文化相关的方式。第9章论及了多媒体在演讲中的辅助作用。第10和第11章论及信息性和劝说性演讲的原则。最后一章论及了记者招待会等特殊场合的各种演讲。

本书还涉及了其他一些重要的方面如:演讲者如何克服自身的不安,正式演讲前进行多次演练的必要性,以及演讲中如何树立自信等。

## *Preface*

The ability to be an effective communicator in public is an essential skill in almost every country in the world today. Moreover, it is a skill that is requisite to people advancing in companies and organizations where they work. More and more colleges and universities around the world are offering courses in public speaking, because they know that in an information age it is essential for people to be effective communicators. Yet speaking, a skill developed soon after birth, is not usually taught to students until they reach the college and university level.

This book, while written in English, is designed to teach students what they need to know in order to present an effective speech in the native language of their own country. It explains the underlying rhetorical theory of Western Civilization, as well as the roots of the Chinese rhetorical tradition in order to present a global perspective on speaking in public. Some aspects of speaking are universal. Every speaker uses his or her voice. Every speech has a beginning and end. Since speaking in public is a performance activity, almost every inexperienced speaker undergoes nervousness or stage fright. Speakers around the world use visual aids to make their presentations more effective. Of course, other aspects of public speaking are language and culture dependent. The use of language in its figures and tropes will vary from one language to another. Cultural expectations and customs will vary from one country to another, such as the use of humor in speaking or the internal organization of speech material. Fortunately, there are many more aspects of public speaking that are common around the world than there are topics that separate peoples.

This book serves as a fundamental textbook in public speaking and does not assume that the reader has had any prior formal training. The material that appears in blue print is especially important for a speaker to know. It can be used not only in a college classroom, but also as a training guide for people already employed full-time. The examples used in this book are mostly Chinese and American, but the principles that they cover are designed to be applicable in most other countries as well.

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