



DALE
CARNEGIE

THE QUICK
AND EASY
WAY TO
EFFECTIVE
SPEAKING

'The most brilliant book of its kind'
REPRINTED 50 TIMES,
TRANSLATED INTO 11 LANGUAGES

CEDAR

The
Quick and Easy Way
to
**EFFECTIVE
SPEAKING**

A Revision by *Dorothy Carnegie*

of

**PUBLIC SPEAKING AND INFLUENCING
MEN IN BUSINESS**

BY DALE CARNEGIE



A Mandarin Paperback

THE QUICK AND EASY WAY TO EFFECTIVE SPEAKING

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The Quick and Easy Way to Effective Speaking

Also by Dale Carnegie:

How to Win Friends and Influence People

How to Stop Worrying and Start Living

How to Develop Self-Confidence and Influence People by
Public Speaking

How to Enjoy Your Life and Your Job

Dale Carnegie 是享誉全球的英语口才权威。他认为，口才不是天生的，不是需要特殊才华的艺术，而是经过专门训练就可以培养出来的技能。

他的名作 *Public Speaking & Influence Men in Business*, 50次重印，译成10多种文字，畅销全世界而不衰。

本书系 Dale Carnegie 的妻子 Dorothy Carnegie 对 *Public Speaking & Influence Men in Business* 一书所作的修订版。内容更加简明实用。

众所周知，作生意、社交及至私人生活的成功都取决于一个人的口才。培养自己的口才，是克服自卑心理，激发勇气、热情和信心的最好方法。

《英语口才一月成》将告诉您如何才能把英语演讲得条理分明、充满说服力和感染力。

《英语口才一月成》是您开发自己聪明才智的金钥匙。
本书文字浅显，例子丰富。凡具有一定英语基础的读者都能学习。

Introduction

DALE CARNEGIE BEGAN teaching his first public speaking course in 1912 for the YMCA at 125th Street in New York City. In those days, public speaking was regarded as an art, rather than as a skill, and its teaching aims were directed toward producing orators and platform giants of the silver-tongued variety. The average business or professional man who merely wanted to express himself with more ease and self-confidence in his own milieu did not wish to spend his time or money studying mechanics of speech, voice production, rules, of rhetoric, and formalized gestures. Dale Carnegie's courses in effective speaking were immediately successful because they gave these men the results they wanted. Dale approached public speaking not as a fine art requiring special talents and aptitude, but as a skill which any normally intelligent person could acquire and develop at will.

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Today, the Dale Carnegie courses circle the globe and the validity of Dale Carnegie's concept is attested to by thousands of his students everywhere, men and women from every walk of life, who have successfully improved their speaking as well as their personal effectiveness.

The textbook Dale Carnegie wrote for his courses, *Public Speaking and Influencing Men in Business*, went through more than fifty printings, was translated into 11 languages, and was revised by Dale Carnegie several times to keep pace with his own increased knowledge and experience. More people used the book each year than the combined enrollments of the largest universities.

This fourth revision of the book has been based upon my husband's own notes and ideas. The title is one which he himself chose before his work was interrupted by death. I have tried to keep in mind his basic philosophy, that effective speaking is more than "saying a few words" to an audience: it is the revealing expression of a human personality.

Every activity of our lives is communication of a sort, but it is through speech that man asserts his distinctiveness from other forms of life. He alone, of all animals, has the gift of verbal communication, and it is through the quality of his speech that he best expresses his own individuality, his essence. When he is unable to say clearly what he means, through either nervousness, tim-

INTRODUCTION

idity, or foggy thought-processes, his personality is blocked off, dimmed out, and misunderstood.

Business, social, and personal satisfaction depend heavily upon a person's ability to communicate clearly to his fellowmen what he is, what he desires, and what he believes in. And now, as never before, in an atmosphere of international tensions, fears, and insecurities, we need the channels of communication between peoples kept open. It is my hope that *The Quick and Easy Way to Effective Speaking* will be helpful in all these ways, both to those who wish merely to function with greater ease and self-confidence in practical pursuits, and to those who wish to express themselves more completely as individuals seeking a deeper personal fulfillment.

Dorothy Carnegie

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PART ONE

Fundamentals of Effective Speaking

In every art there are few principles and many techniques.

In the chapters that make up the first part of this book, we discuss the basic principles of effective speaking and the attitudes to make these principles come alive.

As adults, we are interested in a quick and easy way to speak effectively. The only way we can achieve results quickly is to have the right attitude about achieving our goal and a firm foundation of principles to build upon.

CHAPTER ONE

Acquiring the Basic Skills

I STARTED TEACHING CLASSES in public speaking in 1912, the year the Titanic went down in the icy waters of the North Atlantic. Since then, more than seven hundred and fifty thousand people have been graduated from these classes.

In the demonstration meetings preceding the first session of the Dale Carnegie Course, people are given the opportunity of telling why they intend to enroll and what they hope to gain from this training. Naturally, the phraseology varies; but the central desire, the basic want in the vast majority of cases, remains surprisingly the same: "When I am called upon to stand up and speak, I become so self-conscious, so frightened,

that I can't think clearly, can't concentrate, can't remember what I intended to say. I want to gain self-confidence, poise, and the ability to think on my feet. I want to get my thoughts together in logical order, and I want to be able to talk clearly and convincingly before a business or social group."

Doesn't this sound familiar? Haven't you experienced these same feelings of inadequacy? Wouldn't you give a small fortune to have the ability to speak convincingly and persuasively in public? I am sure you would. The very fact that you have begun reading the pages of this book is proof of your interest in acquiring the ability to speak effectively.

I know what you are going to say, what you would say if you could talk to me: "But Mr. Carnegie, do you really think I could develop the confidence to get up and face a group of people and address them in a coherent, fluent manner?"

I have spent nearly all my life helping people get rid of their fears and develop courage and confidence. I could fill many books with the stories of the miracles that have taken place in my classes. It is not, therefore, a question of my *thinking*. I *know* you can, if you practice the directions and suggestions that you will find in this book.

Is there the faintest shadow of a reason why you should not be able to think as well in a perpendicular position before an audience as you can sitting down?

ACQUIRING THE BASIC SKILLS

Is there any reason why you should play host to butterflies in your stomach and become a victim of the “trembles” when you get up to address an audience? Surely, you realize that this condition can be remedied, that training and practice will wear away your audience-fright and give you self-confidence.

This book will help you to achieve that goal. It is not an ordinary textbook. It is not filled with rules concerning the mechanics of speaking. It does not dwell on the physiological aspects of vocal production and articulation. It is the distillation of a lifetime spent in training adults in effective speaking. It starts with you as you are, and from that premise works naturally to the conclusion of what you want to be. All you have to do is co-operate—follow the suggestions in this book, apply them in every speaking situation, and persevere.

In order to get the most out of this book, and to get it with rapidity and dispatch, you will find these four guideposts useful:

FIRST / TAKE HEART FROM THE EXPERIENCE OF OTHERS

There is no such animal, in or out of captivity, as a born public speaker. In those periods of history when public speaking was a refined art that demanded close attention to the laws of rhetoric and the niceties of de-