

ENGLISH

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高中生

英语演讲精选

Online shopping is a new way of shopping. With the help of the Internet, it has become more and more popular nowadays among young people. In my opinion, online shopping is convenient because people don't need to go outside and queue with others. What they need to do is just click the mouse to buy the articles they want.

People also say that online shopping has its disadvantages. If people spend too much time on it, they will find it hard to find time to study. The articles may bring you trouble. You may find the color of the article is different from what you want, or the size is either too small or too big. At the same time, you may lose the chance to enjoy walking around the shops and talking with your families or friends.

However, it also has its disadvantages. If people are careless, online shopping can bring you trouble. You may find the color of the article is different from what you want, or the size is either too small or too big. At the same time, you may lose the chance to enjoy walking around the shops and talking with your families or friends.



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前 言

英语演讲是提高英语说写能力的重要途径。特别是在中学英语教学中,英语演讲比赛成为老师和学生都喜闻乐见的教学形式。它突破了口语教学的单纯语言训练的模式,实现语言操练与思想表达的结合;它摆脱了一般英语教学中技能训练的单一性,实现说、读、写、视、听的一体化;它消除了传统课堂“填鸭式”的教学弊端,变英语课堂为学生综合素质培养的場所,培养学生英语口语技能和实际应用能力。

但是,如何写好英语演讲稿?怎样用英语进行演讲?对中学生来说,又是新课题和新挑战。为了给中学生英语演讲提供一本“完全手册”,本书编者组织编写了该书,并力争使之形成三个特点:

一、结合礼仪谈演讲。我们在初中分册不仅教写演讲稿,更力图教会中学生演讲礼仪,使年轻的读者们在提高英语学习兴趣的同时,更提高文化素质、心理素质、交际能力和道德修养;

二、结合范文讲写作。本书以南京市中学生英语演讲比赛命题为蓝本,结合同龄人的优秀演讲稿,对不同题材、体裁的演讲稿的文体特点、写作技巧,均作出详细讲解,使读者学有榜样;

三、结合名篇学演讲。我们在高中分册精选辑录了国外演讲名篇名段,如美国首位黑人总统奥巴马的演讲,使读者在英语语境中领略演讲的文采和魅力,在打牢基础之后有所提高。

《新课程标准》对学生在初、高中毕业时应具备的“说”的技能分别进行了描述。它要求初中生在毕业时“说”的水平达到：1. 能就简单的话题提供信息，表达简单的观点和意见，参与讨论；2. 能与他人沟通信息，合作完成任务；3. 能在口头表达中进行适当的自我修正；4. 能有效地询问信息和请求帮助；5. 能根据话题进行情景对话；6. 能用英语表演短剧。它要求高中生在毕业时“说”的水平达到：1. 能在日常交际中对一般的询问和要求做出恰当的反应；2. 能根据熟悉的话题，稍做准备后，有条理地做简单的发言；3. 能就一般性话题进行讨论；4. 能根据话题要求与人交流、合作，共同完成任务；5. 能用恰当的语调和节奏表达意图。

在本书的帮助下，通过经常的英语演讲训练，相信中学生读者们都能体验到“达标”的快乐与成就感。

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第一部分 英语演讲教程

Presentations and public speaking in English

A presentation is a formal talk to one or more people that “presents” ideas or information in a clear, structured way. People are sometimes afraid of speaking in public, but if you follow a few simple rules, giving a presentation is actually very easy. The following will guide you through each stage of giving a presentation in English, from the initial preparation to the conclusion and questions and answers.

Preparation

Can you name the three most important things when giving any presentation?

Number 1 is ... **Preparation!**

Number 2 is ... **Preparation!!**

Number 3 is ... **Preparation!!!**

Preparation is everything!

With good preparation and planning, you will be more confident and less nervous than if you have poor or, even worse, no preparation at all. And your audience will feel your confidence. They, too, will be confident in you. And this will give you control—control of your audience and of your presentation.





With such control, you will be “in charge” and your audience will listen positively to what you have to say.

1. Objective

Before you start to prepare a presentation, you should ask yourself: “**Why** am I giving this presentation?” Do you need to inform, to persuade, to train or to sell? Your objective should be clear in your mind. If it is not clear to you, it cannot possibly be clear to your audience.

2. Audience

“**Who** am I giving this presentation to?” Sometimes this will be obvious, but not always. You should find out for yourself the answers to the following questions. How many people? Who are they? Business people, professional people, or political people? Experts or non-experts? How much do they know already and what will they expect from you?

3. Venue

“**Where** am I giving this presentation?” In a small hotel meeting-room or a large conference hall? What facilities and equipment are available? What are the seating arrangements?

4. Time and length

“**When** am I giving this presentation and how long will it be?” Will it be 5 minutes or 1 hour? Just before lunch, when your audience will be hungry, or right after lunch, when your audience will be sleepy?

5. Method

“**How** should I give this presentation?” What approach should you use? Formal or informal? Lots of visual aids or only a few? Will you include some anecdotes and humour for variety?

6. Content

“**What** should I say?” Now you must decide exactly what you want to say. First, you should brainstorm your ideas. You will no doubt discover many ideas that you want to include in your presentation. But you must be selective. You should include only information that is relevant to your audience and serves your objective, and you should exclude all the other

ideas. You also need to create a title for your presentation (if you have not already been given one). The title will help you to focus on the subject. And you will prepare your visual aids, if you have decided to use them. But remember that, in general, less is better than more (a little is better than a lot). You can always give additional information during the Q & A (questions and answers) section after the presentation.

7. Structure

A well organised presentation with a clear structure is easier for the audience to follow. It is therefore more effective. You should organise the points you wish to make in a logical order. Most presentations are organised in three parts, followed by questions:

Beginning	Brief introduction	<ul style="list-style-type: none"> ◆ welcome your audience ◆ introduce your subject ◆ explain the structure of your presentation ◆ explain rules for questions
Middle	Body of presentation	<ul style="list-style-type: none"> ◆ present the subject itself
End	Brief conclusion	<ul style="list-style-type: none"> ◆ summarise your presentation ◆ thank your audience ◆ invite questions
Questions and Answers		

8. Notes

When you give your presentation, you should be—or appear to be—as spontaneous as possible. You should never read your presentation! Instead, you should be so familiar with your subject and with the information you want to deliver that you do not need to read a text. Reading a text is boring, which will make your audience go to sleep! “But if I don’t have a text to read, how can I remember everything I need to say?” you might ask. The answer shall be “With the help of notes”. You can create your own system of notes. People may make notes on small, A6 cards. Some people write down just the title of each section of their talk, while some people



write down keywords to remind them. The notes will give you confidence, but as you will have prepared your presentation fully, you may not even need them!

9. Rehearsal

Rehearsal is a vital part of preparation. You should leave enough time to practise your presentation two or three times. This will bring you the following benefits:

- ◆ you will become more familiar with what you want to say
- ◆ you will identify weaknesses in your presentation
- ◆ you will be able to practise difficult pronunciations
- ◆ you will be able to check the time that your presentation takes and make any necessary modifications

So prepare, prepare, and prepare! Prepare everything: words, visual aids, timing, equipment... Rehearse your presentation several times and time it. Is it the right length? Are you completely familiar with all your illustrations? Are they in the right order? Do you know who the audience is? How many people will be there? How will you answer difficult questions? Do you know the room? Are you confident about how to use the equipment? When you have answered all these questions, you will be a confident, enthusiastic presenter ready to communicate the subject of your presentation to an eager audience.

Delivery

“Delivery” refers to the way in which you actually perform or give your presentation. Delivery is a vital aspect of all presentations. Delivery is at least as important as content, especially in a multi-cultural context.

1. Nerves

Most speakers are a little nervous at the beginning of a presentation. So it is normal if you are nervous. The answer is to pay special attention to the beginning of your presentation. First impressions count. This is the time when you establish a rapport with your audience. During this time, try

to speak slowly and calmly. You should perhaps learn your introduction by heart. After a few moments, you will relax and gain confidence.

2. Audience Rapport

You need to build a warm and friendly relationship with your audience. Enthusiasm is contagious. If you are enthusiastic your audience will be enthusiastic too. And be careful to establish eye contact with each member of your audience. Each person should feel that you are speaking directly to him or her. This means that you must look at each person in turn—in as natural a way as possible. This will also give you the opportunity to detect signs of boredom, disinterest or even disagreement, allowing you to modify your presentation as appropriate. Your objective is to communicate!

3. Body Language

What you do not say is at least as important as what you do say. Your body is speaking to your audience even before you open your mouth. Your clothes, your walk, your glasses, your haircut, your expression—it is from these that your audience forms its first impression as you enter the room. Generally speaking, it is better to stand rather than sit when making a presentation. Be aware of and avoid any repetitive and irritating gestures. Be aware, too, that the movement of your body is one of your methods of control. When you move to or from the whiteboard, for example, you can move fast or slowly, raising or reducing the dynamism within the audience. You can stand very still while talking or you can stroll from side to side. What effect do you think these two different approaches would have on your audience?

4. Cultural Considerations

Because English is so widely used around the world, it is quite possible that many members of your audience will not be native English-speakers. You can see that there are possibilities for cultural misunderstanding. You should try to learn about any particular cultural matters that may affect your audience. This is one reason why preparation for your presentation is so important.



5. Voice Quality

It is, of course, important that your audience be able to hear you clearly throughout your presentation. Remember that if you turn away from your audience, for example towards the whiteboard, you need to speak a little more loudly. In general, you should try to vary your voice, and then your voice will be more interesting to your audience. You can vary your voice in at least three ways:

- **Speed:** You can speak at normal speed, you can speak faster, you can speak more slowly, and you can stop completely! You can pause. This is a very good technique for gaining your audience's attention.
- **Intonation:** You can change the pitch of your voice. You can speak in a high tone. You can speak in a low tone.
- **Volume:** You can speak at normal volume, you can speak loudly and you can speak quietly. Lowering your voice and speaking quietly can again attract your audience's interest.

The important point is not to speak in the same, flat, monotonous voice throughout your presentation—this is the voice that hypnotists use to put their patients into trance!

6. Visual Aids

Of all the information that enters our brains, the vast majority of it enters through the eyes. 80% of what your audience learn during your presentation is learned visually (what they see) and only 20% is learned aurally (what they hear). The significance of this is obvious:

- ◆ visual aids are an extremely effective means of communication
- ◆ non-native English speakers need not worry so much about spoken English—they can rely more heavily on visual aids

It is well worth spending time in the creation of good visual aids. But it is equally important not to overload your audience's brains. Keep the information on each visual aid to a minimum, and give your audience time to look at and absorb that information. Remember, your audience have never

seen these visual aids before. They need time to study and to understand them. Without understanding there is no communication.

Apart from photographs and drawings, some of the most useful visual aids are charts and graphs.

7. Audience Reaction

Remain calm and polite if you receive difficult or even hostile questions during your presentation. If you receive particularly awkward questions, you might suggest that the questioners ask their questions after your presentation.

Language

1. Simplicity and Clarity

If you want your audience to understand your message, your language must be **simple** and **clear**.

Use short words and short sentences.

Do not use jargon, unless you are certain that your audience understands it.

In general, talk about concrete facts rather than abstract ideas.

Use active verbs instead of passive verbs. Active verbs are much easier to understand.

2. Signposting

When you drive on the roads, you know where you are on those roads. Each road has a name or number, each town has a name, and each house has a number. If you are at house N° 100, you can go back to N° 50 or forward to N° 150. You can look at the signposts for directions. And you can look at your atlas for the structure of the roads in detail. In other words, it is easy to navigate the roads. You cannot get lost. But when you give a presentation, how can your audience know where they are? How can they know the structure of your presentation? How can they know what comes up next? They know because you tell them. Because you put up signposts for them, at the beginning and all along the route. This technique



is called “signposting”(or “signalling”).

During your introduction, you should tell your audience what the structure of your presentation will be. You might say something like this:

“I’ll **start by** describing the current position in Europe. **Then** I’ll **move on to** some of the achievements we’ve made in Asia. **After that** I’ll **consider** the opportunities we see for further expansion in Africa. **Lastly**, I’ll quickly **recap** before concluding with some recommendations.”

A member of the audience can now visualize your presentation like this:

Introduction	Welcome Explanation of structure (now)
Body	Europe—Asia—Africa
Conclusion	Summing up Recommendations

He will keep this image in his head during the presentation. He may even write it down. And throughout your presentation, you will put up signposts telling him which point you have reached and where you are going now. When you finish Europe and want to start Asia, you might say: “That’s all I have to say about Europe. Let’s turn now to Asia.”

When you have finished Africa and want to sum up, you might say: “Well, we’ve looked at the three continents Europe, Asia and Africa. I’d like to sum up now.”

And when you finish summing up and want to give your recommendations, you might say: “What does all this mean for us? Well, firstly I recommend. . .”

The table below lists useful expressions that you can use to signpost the various parts of your presentation.

Signposting	
Function	Language
Introducing the subject	I’d like to start by ... /Let’s begin by ... First of all, I’ll ... /Starting with ... / I’ll begin by ...

continue

Signposting	
Function	Language
Finishing one subject...	Well, I've told you about ... / We've looked at ... That's all I have to say about ... / So much for ...
... and starting another	Now we'll move on to ... / Next ... Let me turn now to ... / Turning to ... I'd like now to discuss ... / Let's look now at ...
Analysing a point and giving recommendations	Where does that lead us? / Let's consider this in more detail ... What does this mean for ABC? / Translated into real terms ...
Giving an example	For example, ... / A good example of this is ... As an illustration, ... / To give you an example, ... To illustrate this point ...
Dealing with questions	We'll be examining this point in more detail later on ... I'd like to deal with this question later, if I may ... I'll come back to this question later in my talk ... Perhaps you'd like to raise this point at the end ... I won't comment on this now ...
Summarising and concluding	In conclusion, ... / Right, let's sum up, shall we? I'd like now to recap ... Let's summarise briefly what we've looked at ... Finally, let me remind you of some of the issues we've covered ... If I can just sum up the main points ...
Ordering	Firstly ... secondly ... thirdly ... lastly ... First of all ... then ... next ... after that ... finally ... To start with ... later ... to finish up ...

The Presentation

As a general rule in communication, repetition is valuable. In presentations, there is a golden rule about repetition:



- ◆ say what you are going to say
- ◆ say it
- ◆ then say what you have just said

In other words, use the three parts of your presentation to reinforce your message. In the introduction, you tell your audience what your message is going to be. In the body, you tell your audience your real message. In the conclusion, you summarize what your message was.

We will now consider each of these parts in more detail.

Introduction

The introduction is a very important-perhaps the most important-part of your presentation. This is the first impression that your audience have of you. You should concentrate on getting your introduction right. You should use the introduction to:

- ◆ welcome your audience
- ◆ introduce your subject
- ◆ outline the structure of your presentation
- ◆ give instructions about questions

The following table shows examples of language for each of these functions. You may need to modify the language as appropriate.

Function	Possible language
Welcoming your audience	Good morning, ladies and gentlemen! Good morning, gentlemen! Good afternoon, ladies and gentlemen! Good afternoon, everybody!
Introducing your subject	Today I am going to talk about ... The purpose of my presentation is to introduce our new range of ...
Outlining your structure	To start with I'll describe the progress made this year. Then I'll mention some of the problems we've encountered and how we overcame them. After that I'll consider the possibilities for further growth next year. Finally, I'll summarize my presentation (before concluding with some recommendations).