



# 英语演讲 选评100篇

『CCTV杯』全国英语演讲大赛2002—2005

英语演讲系列

"CCTV Cup" English Speaking Contest 2002-2005

◎ Sue Kay (英) 金利民 樊葳葳 编著



外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

## 图书在版编目(CIP)数据

“CCTV 杯”全国英语演讲大赛 2002—2005 英语演讲选评 100 篇 =  
“CCTV Cup” English Speaking Contest 2002-2005 100 English Speeches with  
Comments / (英)康苏珊(Kay, S.), 金利民, 樊葳葳编著. — 北京: 外语教  
学与研究出版社, 2006. 8

(英语演讲系列)

ISBN 7-5600-6000-5

I. C… II. ①康… ②金… ③樊… III. 英语—演讲—选集  
IV. H311.9

中国版本图书馆 CIP 数据核字 (2006) 第 106954 号

**出版社声明:**我们感谢所有入选演讲的作者;由于联系方式的变化,未  
能联系到每一位演讲者,请您看到此声明后与出版社取得  
联系。

出 版 人: 李朋义

责任编辑: 段长城

封面设计: 刘 冬

出版发行: 外语教学与研究出版社

社 址: 北京市西三环北路 19 号 (100089)

网 址: <http://www.fltrp.com>

印 刷: 北京市鑫霸印务有限公司

开 本: 787×1092 1/16

印 张: 15.25

版 次: 2006 年 9 月第 1 版 2006 年 9 月第 1 次印刷

书 号: ISBN 7-5600-6000-5

定 价: 25.90 元 (附赠 DVD 光盘一张)

\* \* \*

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# Introduction

Public Speaking is a useful skill that can be learned. Whereas, great orators are probably born and not made, we can all learn the techniques of how to give an effective speech. Too often important information is lost on a bored or unimpressed audience because the speaker doesn't know how to deliver the words effectively or because the content of the speech is unstructured, undeveloped or uninteresting.

Being able to speak effectively in public is increasingly important in business as presentations are a normal part of the modern business day. They are given, for example, to provide information to clients, to persuade customers to buy or to inform staff about new policies.

University students therefore are advised to consider learning the necessary skills whilst they have the time and opportunity to practise. The "CCTV Cup" has provided many people with the chance to shine on the national stage but before doing so, students have practised and experimented within their smaller and less awe inspiring campuses. One thing that all effective public speakers have in common is that they have prepared well before standing on any stage. Non-student readers could consider the benefits of joining or setting up a public speaking club in order to practise and prepare. Guidelines about how to do this are given in *Practical Presentations* by Sue Kay (published by Foreign Language Teaching and Research Press, ISBN 7-5600-4537-5).

However, it is often difficult to know whether a speech is effective. To this end, the authors have selected 100 speeches from the "CCTV Cup" competitions of 2002-2005 and have provided written evaluations for each speech. Please note, not every incorrect word or undeveloped point in every speech is highlighted. Generally, the authors have mentioned the points that will be most useful to readers and have attempted to provide as wide a range of evaluation as possible.

Readers who want to learn from this book are advised to watch the speech on the accompanying DVD as well as to read the written script and comments. By doing so, they will be able to learn by both seeing and hearing what works and what doesn't and why.

It is important to note that different people have different speaking styles and that there is no one correct style. It would be very boring if every person giving a speech did it in exactly the same way! However, the elements of a good speech

# Introduction

are clear and are the same for every speech in English. Students should understand the basic elements and then adapt their style to encompass them. The Guidelines for Public Speaking section aims to explain these elements and the General Advice section highlights some of the most frequent mistakes made by speakers.

Of course, there is always an element of subjectivity in the judgement of a speech and readers will not all become competition winners by following exactly all the advice in this book. They will, however, become better and more effective public speakers.

University students therefore are advised to consider learning the necessary skills whilst they have the time and opportunity to practise. The "CCTV Cup" has provided many people with the chance to shine on the national stage but before doing so, students have practised and experimented within their smaller and less awe inspiring campuses. One thing that all effective public speakers have in common is that they have prepared well before standing on any stage. Non-student readers could consider the benefits of joining or setting up a public speaking club in order to practise and prepare. Guidelines about how to do this are given in Practical Presentations by Sue Kay (published by Foreign Language Teaching and Research Press, ISBN 7-5600-4537-5).

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# Part One Guidelines for Public Speaking

## 演讲的基本原则

- i. Introduction: Speaking in Public Requires More than a Voice
- ii. How to Write a Speech: Script Content
- iii. How to Write a Speech: Script Preparation
- iv. How to Deliver a Speech: Vocal Delivery
- v. How to Deliver a Speech: Physical Delivery
- vi. Impromptu Speaking

## i. Introduction: Speaking in Public Requires More than a Voice

These guidelines are written for university students who want to improve their public speaking skills through competition or otherwise. They indicate some of the proven skills required and briefly indicate how they may be achieved.

A prepared speech should be written before it is delivered. This allows speakers to ensure that they are making relevant and sensible comments in a logical order and using appropriate language. It is evident that preparation requires practice and rehearsal, but it also requires the written speech to be worked on so that notes can be used effectively. Guidance will be given as to how to do this.

When giving a speech or presentation, the “how” is as important as the “what”. It has been found that 70% of communication is visual rather than verbal. Therefore, the content alone may not be enough to hold the interest of an audience. Indeed, there are many potentially interesting and entertaining topics that are made boring because the speaker has not learnt how to deliver their information appropriately.

Likewise, interesting content well delivered in visual terms can be destroyed by a flat monotone, a harsh harangue or a weak chatty voice.

Learning how to give a short speech for which there has not been time given for preparation is a useful skill. It enables people to practise thinking on their feet whilst at the same time organizing what they want to say into an understandable structure. Guidance is provided on how to deal with impromptu speeches.

Guidance is therefore given from the following headings:

How to write a speech—script content and script preparation

How to deliver a speech—vocal delivery and physical delivery

Impromptu speaking

### • Note:

Speaking competitions are judged under 3 headings: Manner (delivery), Matter (content) and Method (language). Method, the language element comes into both delivery (how you say something) and the content (what you say) so it has not been separated in these guidelines.

## ii. How to Write a Speech: Script Content

The English language requires the speaker or writer to make themselves clear. It is not up to the listener or reader to guess what is meant. Therefore it is important to be clear what you want to say and to choose the correct language. A collection of words without meaning (empty words) will not work. Nearly all effective public speakers will write their script and work on it before delivering their speech.

**Answering the following questions will help you get started on the right track.**

1. Before starting to prepare a speech, think about who will be in your audience, what they know, what they **want** to know, and what will interest them.
2. Why are you giving the speech, what do you want to achieve, what is your message?
3. How long should you speak? Where will you deliver your speech?
4. What are you going to say?

In order to answer question number 4, brainstorm, think and discuss with friends, colleagues and teachers. Read and research your subject. Gather information and ideas. Make notes.

**A good speech will have:**

- A clear message and purpose
- Interest to the audience
- Adequate development of ideas
- A clear structure
- Logical flow—transitions and signposting
- An entertainment element—humour and/or word pictures
- Appropriate language

### 1. A clear message and purpose

Many speakers are tempted to try to say everything they know about a topic