

英语演讲高手

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前言

你还是千万平凡英语学习者中的一员吗？

没有傲视群雄的高手地位，你还谈什么英语竞争力呢？

还有什么理由不争当一位英语高手呢？

赶快行动吧！今天开始，把自己逼成一位英语高手！

国内学习英语大狂澜可谓一波未平一波又起，学英语的大军一日奔腾万里。究竟是谁让国人如此折腾？究竟又是为了谁让一代代人前仆后继呢？回答这个问题似乎意义不大，时代的召唤，国内教育体系的要求，个人兴趣爱好的牵引，都可以成为我们学习英语的动力。我们学习得如痴如醉，如歌如泣，也许就在这个时候问题常常出现了，大家都在学英语，似乎其乐融融，姑且姑且，又似乎明争暗斗，欲罢不能。如千军万马挤独木桥，这种宏大之势让我们压抑，让我们浮躁，让我们窒息……

我们不是因为敌人而退却，我们只是因为这个躁动的氛围而窘迫。英语不是独木桥，英语江湖千秋不变，英语更不会变。变的是我们的脾性，我们的态度，我们听的比说还多，以致我们在聆听中迷失了方向。特别是那些徘徊在英语边缘的人，更是举步唯艰，徘徊不前。一方面充斥在生活每个角落的英语热潮让他们躁动起来，觉得不学英语不行，不学就意味着落后。另一方面，面对着千军万马奔腾的脚步，激烈的竞争是否能给那些后起者带来绝对的优势？他们在彷徨，在犹豫，在等待，他们在不断聆听救世的声音，试图寻找通天的捷径。而对那些学了好几年英语的人来说，却逐渐失去了动力，因为英语真的没有像预期的那样给他们带来许多。英语学习成了一种煎熬，在煎熬中失去斗志，英语学习的过程越拉越长，目标遥遥无期。

学英语的人那么多，说英语的人更多，难道你觉得不够吗？回答这个问题似乎也没有什么意义，虽然学英语的这么多，但又有几个成了真正的高手呢！不是因为英语难，而是现在人们缺少了一种持之以恒的毅力，一种攀越颠峰的魄力。既然人多，竞争自然就大了，所以我们面临的只有两个选择，不进则退，不做天才则做庸才。时代要求如此，为什么不做英语高手呢？所以让我们问问自己几个更有意义的问题吧：

Chapter One: To be a Great Speech Maker

第一章：成为一个演讲高手

The Essentials Of A Speech

成功演讲的要素

Objective 目标

Before you start to prepare a speech, you should ask yourself: "**Why** am I making this speech?" 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 in your mind, it cannot possibly be clear to your audience.

在你开始准备一个演讲之前，你应该试问以下自己：“我为什么要做这个演讲？”。你是想要转达或说服某种事情，还是想培训或推销某种产品？在你的心里你必须有一个明确的目标。如果你的目标不够明确，你的听众是不可能抓住你的要点的。

Audience 听众

"**Who** am I making this speech to?" Sometimes this will be obvious, but not always. You should try to inform yourself. How many people? Who are they? Business people? Professional people? Political people? Experts or non-experts? Will it be a small, intimate group of 4 colleagues or a large gathering of 400 competitors? How much do they know already and what will they expect from you?

“我为谁做演讲？”。答案多数时候是很清楚的，但事情并不总是这样。在这时候，你要总是询问自己：有多少人？他们是谁？商界人士还是专业人士？政界要人还是专家学者？他们是三四个亲密的同事？还是四五百个敌对竞争者？他们对你知道有多少？他们还希望从你身上获得什么？

Venue 地点

"**Where** am I making this speech?" In a small hotel meeting-room or a large conference hall? What facilities and equipment are available? What are the seating arrangements?

“在哪里演讲？”在宾馆里的一个小型会议室里还是在一个大型会议厅里？里面有什么设施和设备？座位布置又是怎样？

Time and length 时间和长度

"**When** am I making this speech and how long will it be?" Will it be 5 minutes or 1 hour? Just before lunch, when your audience will be hungry, or just after lunch, when your audience will be sleepy?

“什么时候开始演讲？演讲时间是多长？”。是五分钟还是一个小时？在午饭前，听众都饿着肚子的时候？还是在午饭后，听众比较疲倦的时候？

Method 演讲的方式

"**How** should I make this speech?" 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?

“怎样演讲？”。该采用怎样的方式？是正式还是非正式？有很多视觉辅具还是一点点？掺杂一些趣文幽默？

Content 内容

"**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 speech. But you must be selective. You should include only information that is relevant to your audience and your objective. You should exclude all other ideas. You also need to create a title for your speech (if you have not already been given a title).

The title will help you to focus on the subject. You can always give additional information during the questions after the speech.

“我该说写什么？” 。 现在你必须决定你说些什么。 首先，你得整体回顾一下你的想法。毫无疑问你会发现很多你想在演讲中提到的东西。但你必须要有选择性。你应该收集一些只与你的听众和主题相关联的信息。排除一切不相关的东西。（如果你还没有一个标题的话）标题有助你的主题定位。在演讲后的问题回答过程中，你提供一些附加的信息。

Notes 草稿

When you give your speech, you should be - or appear to be - as spontaneous as possible. You should not read your speech! You should be so familiar with your subject and with the information that you want to deliver that you do not need to read a text. Reading a text is boring! Reading a text will make your audience go to sleep! So if you don't have a text to read, how can you remember to say everything you need to say? With **notes**. You can create your own system of notes. Some people make notes on small, A6 cards. Some people write down just the **title** of each section of their talk. Some people write down **keywords** to remind them. The notes will give you confidence, but because you will have prepared your speech fully, you may not even need them!

Rehearsal 操练

Rehearsal will have the following benefits:

操练会使你受益非浅。

- You will become more familiar with what you want to say

你会更加熟悉你想说的话

- You will identify weaknesses in your speech

你能够发现演讲的弱点

- You will be able to practise difficult pronunciations

你能够练习较难的发音

- You will be able to check the time that your speech takes and make any necessary modifications

你能够算出演讲所需要的时间并做出必要的修动

Special Remarks:

Rehearsal is a vital part of preparation. You should leave time to practise your speech two or three times. Even the great speaker sometimes will be in panic and slip into a bathroom for practice before making a speech.

操练是准备过程中至关重要的一部分，你必须在演讲前抽出时间操练两三次。即使是出色的演讲者在一次演讲之前有时候也会惊恐不安，溜进洗手间猛操练一番。

Strategies to Succeed in Public Speaking

成功演讲策略纵谈

1).Achieving Your Speaking Goals 如何达到演讲目的

Whenever you speak to people, the goals you are attempting to achieve are to verbally
无论什么时候向人演说，你要达到的目标就是能够凭你的三寸不烂之舌，

First, express your thoughts and ideas:

首先，陈述出你的观点。

To achieve this point, you must:

要做到这一点，你必须：

Know the topic well.很好地了解演讲的题目，

Organize your thoughts before speaking 开口之前整理好思路，

Try to keep things down to three major points.尽量归纳三大要点。

Second, satisfy the listener or audience,

接着，使得你的听众或者观众感到满意。

Important factors to remember in obtaining listener satisfaction are:

要想听众满意，需谨记以下要点：

Speak with confidence, 演说时必须充满信心，

Speak with clarity, and 演说时必须表达清晰，

Get the audience to participate. 演说时必须令观众参与其中。

Third, get rewards from the process.

第三，从演讲过程中得到奖励。

What can be called a reward to you, the speaker? It's up to you, this may be

对你这个演讲者来说，什么才是奖励呢？见仁见智。激励可能是

Self-satisfaction, 自我满足感

Applause from the audience, 观众鼓掌声

or Financial gain. 金钱的回报

Don't set your expectations so high that you are never satisfied with your performance.

不要把期待值定得太高了，自己跟自己过不去。

2). Preparation is Key! 准备是关键！

If we fail to prepare--we prepare to fail 如果你失败地准备，那就准备失败

What is the purpose of your speech? To inform? To persuade? To entertain? Once you know the general purpose of your speech you can begin to prepare for your speech.

你的演讲目标是什么？为了告之？劝诱？娱乐？一旦你知道了自己演讲的目的，你就可以为你的演讲做准备了。

Ten Steps for Preparation 演讲准备的十大步骤

1. Step # 1 -- Select a topic for your speech
Use the Audience Centered approach to select your topic.
2. Step # 2 -- Compose your Specific Purpose Statement, Central Idea, & Main Points.
Use the Audience Centered approach as you compose these.
3. Step # 3 -- Research your speech
Internet Resources -- Virtual Library.
4. Step # 4 -- Be Audience Centered -- Audience Analysis
Who is your audience and what are their needs?
5. Step # 5 -- Supporting Your Speech
Use support materials that are: *Pertinent; Varied; Sufficient; Detailed; Appropriate.*
6. Step # 6 -- Outlining Your Speech
Use the basic informative outline to organize materials.
7. Step # 7 -- Select Visual Aids for Your Speech
Guideline and tips for using visual aids.
8. Step # 8 -- Practicing Your Speech
Perfect Practice makes Perfect.
9. Step # 9 -- Using Creative Visualization to Ensure a Successful Speech
Tips on using Visualization to help prepare you for your presentation.
10. Step # 10 -- Presenting Your Speech on Speech Day
Tips on giving effective presentations and tips on dealing with that "extra energy" on "Game Day."

Practice Makes Perfect! 百炼成钢!

Practice your speech, you can try these ways. 多加练习, 试试下面的方法。

No.1--Practice alone 自我练习

No.2--Use a mirror 对着镜子练习

No.3--Stand in the corner 对着墙角练习

No.4--Record your practice 把练习录音, 过后思量

No.5--Use a friendly audience 请朋友帮忙练习

Be well-prepared before speaking to a group 演说前做好充分的准备

No.1--Leave nothing to chance 确保不会节外生枝

No.2--Your material 准备好演讲材料

No.3--Know the audience 了解好观众情况

No.4--Conditions 注意到周围的环境因素

Special Remarks: Preparation is everything! 准备就是一切!

With good preparation and planning you will be totally **confident** and less nervous. And your audience will **feel** your confidence. Your audience, too, will be confident. They will be confident in **you**. And this will give you **control**. Control of your audience and of your speech. With control, you will be 'in charge' and your audience will **listen positively to your message**.

Special tips: Know Your Audience 了解你的观众

Before you speak to a group of people, you should know as much about the audience and their interests as possible. This is so you can tailor your speech to their needs and to better assure a positive reaction from them.

演讲之前要尽量搜集你的观众的信息，观众的爱好，这样才可以很好地迎合他们的需要，更加确保观众会有正面的积极的反馈。

Keep these questions in mind and you will be a considerate speaker.

要成为一个考虑周全的演讲家，下面的问题不得不考虑：

Why should I find out about the audience?

How can I find out about the audience?

What rewards can I get from knowing the audience?

为什么我要了解观众的情况？

我如何能够了解到观众的情况？

我了解到观众的情况后能得到什么回报？

3). Deliver with Confidence 充满信心地演讲

The time comes, and you just present the right things in the right place at the right time.
Keep in mind that you should:

演讲的时间到了，你只管在适当的时间在适当的地点，把适当的内容表达出来就够了。

要注意下面几点：

Have a backup, in case you forget what you want to say.

做个备份，以防一时想不起演说内容。

Use your outline or script 看一下提纲或提示卡片。

Reduce anxiety by pausing and taking a breath.

感到焦虑时可以稍微停顿，呼吸安神。

Use positive approach 抱积极的态度。

Use suitable facial expressions and gestures.

使用恰当的面部表情和手势语。

Special Tips: Survival Tactics

高手绝招:演讲高手生存技巧！

Sometimes you may have a certain problems in the speech, as a result of which, these special tactics are necessary.

演讲中出错，在所难免。以下的要点又怎能不有所涉猎？

1.If you've noticed you've said something completely wrong, you could say

如果你发现自己说错话了，你可以说：

Sorry, what I really meant is this...

2.If you feel you've said something far too quickly and your audience can't keep up

如果你发现说得太快听众没有听清楚，你可以说：

“So, let's just go over that last point again.”

3.Oops, you've forgotten to quote a key fact for your main argument in your presentation.

You could say

漏了一个要点，想继续补充，你可以说：

“I should just mention one more thing before I move on.”

4.You can't think of the right word... 词在口边，但一下子想不出来，你可以说：

“My mind's a blank. Sorry, I can't think of the English word for this.”

5.You look up at the clock and realize your time is almost up.

时间不多了，你可以说：

“Right, to finish, I'd like to give you the main points again.”

6.You are not very sure about your memory. You may need a note or a script to remind you.使用卡片提醒

These notes should/ 这些卡片应：

just highlight a few key words

只标明核心提示语

just be used as a guide

只起提示作用

just be easily seen with a simple glance

一目了然，清楚明晰

以上演讲理论是众多著名演讲家总结他们一生的演讲实践心得，了解演讲的理论技巧之后，让我们进入演讲的实战部分。

Basic Structure of A Successful Speech.

成功演讲的基本结构

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

一个组织周全的演讲都有一个清晰的结构框架，听众比较容易跟随你的思路，因此，演讲也会更有成效。你必须有条理地把你的演讲要点组织在一起。多数演讲都遵循三个步骤，接着是问题回答部分。

开始	简短介绍	- welcome your audience 听众欢迎 - introduce your subject 介绍主题 - explain the structure of your speech 说明演讲结构 - explain rules for questions 说明提问规则
中间	演讲的正文	present the subject itself 陈述正文
结束	概括总结	- summarize your speech 概括演讲 - thank your audience 致谢听众 - invite questions 征求提问
Questions and Answers 问题回答		

The beginning of a Speech 演讲的开始

The introduction: 简短介绍

Let everyone know when you begin the presentation. If possible, don't start until everyone has sat down and you have their full attention.

等到大家都做好了，都准备好听你的演讲了，再告知观众演讲开始。

Welcome your audience 欢迎听众

Good morning, ladies and gentlemen

Good morning, gentlemen

Good afternoon, ladies and gentleman

Good afternoon, everybody

Introduce your subject 介绍主题

I am going to talk today about...

今天我将谈论……

The purpose of my presentation is to introduce our new range of...

我演讲的目的是要向大家介绍一系列新的……

Explain the structure of your speech

说明演讲结构

Explain how you have organized the presentation at the beginning, so your audience knows what to expect.

在演讲之前向观众介绍你的演讲的结构，让观众心中有数。

I've **divided** my presentation **into four parts**. They are ...

我把我的演讲分成 4 个部分，他们是……

During my talk, I'll be looking at **three areas**. **First**, SMS costs. **Second**, SMS charges. **Third**, SMS profits.

在我的演讲中，我会谈到 3 部分内容，第一，SMS 的成本；第二，SMS 的收费；第三，SMS 的利润。

Today, I'll mainly talk about these **three points**. ...

今天我主要讲 3 个要点。

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.

一开始，我将描述一下去年的进展情况，然后提一下我们碰到的一些问题和我们是怎样解决掉它的。之后，我会衡量一下明年继续发展的潜力。最后，我会总结一下我的演讲，并且提出相关建议。

Explain rules for questions

说明提问规则

Do feel free to interrupt me if you have any questions.

如果你有什么问题请随时打断我。

I'll try to **answer all of your questions** after the presentation.

在演讲之后，我会尽量回答大家的问题。

I plan to **keep some time for questions** after the presentation.

我计划在演讲结束之后有一段提问时间。

The Middle of Speech 演讲的中间

The core: 演讲的正文

The main part of your presentation will probably consist of several different points to highlight your message.

演讲的主体阐述应由几部分构成。

So, **to start with**, I 'd like to talk about the ...

首先我要谈的是……

The first problem today is that ...

今天的第一个问题是……

Let's go to **the first topic** ...

让我们来看第一个话题……

You can make sure your audience knows that you have finished one point or topic.

告知观众结束一个要点

That's all that I have to say about that...

对于……我就谈这么多。

The above is my understanding of ...

以上就是我对……的理解。

Just now **we have covered the point of** ...

刚才我们探讨了……的问题。

To begin a new topic or point.

开始另一个要点

Now, let's **turn to** ...

现在让我们转向……

OK, we'll **move on to**...

好吧，我们接着看……

Now, if I could just **move on to**...

让我们开始下一个话题……

Next, we **come to** ...

下一步，我们来看……

The **next point** I'd like to make is...

我要讲的下一点是……

I'd like to **continue** now by looking at ...

下面我要接着说……

The End of Speech 演讲的结束

The conclusion: 概括总结

A conclusion should:

- inform the audience that you are about to finish
- summarize the main points

- leave the audience with something to remember

演讲的结束语要：

- 告知观众将要结束
- 综述要点
- 留给观众思考的空间

Summarize your speech

概括演讲

To **conclude**,...

In **conclusion**,...

Now, to **sum up**...

So let me **summarise/recap** what I've said.

Finally, may I remind you of some of the main points we've considered?

"**To conclude**, I'd like to repeat the point I made at the beginning."

结束之前，我们来回顾一下要点。

"**To summarize**, then, we expect to see a marked increase in online profit this quarter."

总而言之，我们预期这个季度的网上利润会有明显的增长。

"**To finish**, I'd like to recap on the three main points in my talk."

让我们在结束之前回顾一下我所讲的 3 个主要的观点。

Giving recommendations

提出建议

In conclusion, my recommendations are...

最后，我的建议是……

I therefore suggest/propose/recommend the following strategy.

因此，我建议/提议/推荐以下策略。