

<<英语公共演讲教程>>

图书基本信息

书名：<<英语公共演讲教程>>

13位ISBN编号：9787040222111

10位ISBN编号：7040222116

出版时间：2008-7

出版时间：高等教育出版社

作者：赵永青，李文萍 著

页数：247

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<英语公共演讲教程>>

前言

随着全球经济的发展、文化交流的深入，国际间的交往日益频繁，英语作为一种国际性语言已被人们广泛用于各种交流场合。

在中国，“英语热”不断升温，人们对演讲沟通技能重要性的认识也在不断加深，越来越多的英语学习者对演讲技能的培养和提高表现出了极大的热情。

培养良好的沟通技能，尤其是在公众场合中用英语沟通的技能，对在校大学生或已经步入工作岗位的专业人士都是非常重要的。

目前，许多学校都开设了英语演讲课，但专门的教材却很少，国内高校或采用自印材料或使用国外的原版教材。

但这两者都存在着一定的弊端，自印材料大多在知识体系、内容结构上不够系统，而国外教材又缺乏针对性。

《（英语公共演讲教程）》是由大连外国语学院的教师针对以上问题历时三年之久为中国大学生精心编写的一本英语演讲教材。

本书系统地介绍了英语演讲的技能和训练方法，并对国内外大量的优秀英语演讲范例进行了讲解和分析。

本书的编写特点如下：
1. 参考研究了大量国内外相关著作及演讲的影音资料，并对教师在演讲课教学实践中发现的问题进行归纳总结，在每章的Tips for You中进行了回答。这是本书不同于国外同类教材的特别之处。

2. 在内容的编排和组织上精心安排，便于学习者更好的使用本书。本书突出了重点内容；语言力求简洁生动，易读易懂。

3. 理论讲解与范例相结合，并对大量翔实生动的范例进行深度挖掘和详细点评。

4. 范例选择关注热点话题，贴近学生生活。

针对在校大学生，我们筛选了国内近年来各演讲赛事中的优秀学生讲演稿，使他们更易于接受本书。

<<英语公共演讲教程>>

内容概要

《英语公共演讲教程》系统地介绍了英语演讲的技能和训练方法，并对国内外大量的优秀英语演讲范例进行了讲解和分析。

全书共由十八章组成。

第一章介绍了演讲的概念和相关的基本理论。

着重区分了演讲与日常交谈的不同之处。

第二章集中处理了演讲中的怯场及紧张现象。

第三章到第六章介绍了演讲的准备：包括第三章确定演讲主题，第四章确立演讲目的，第五章对听众群体的分析，第六章论据的分类和选用。

第七章到第十一章着重阐述了演讲稿的写作和处理方法。

第七章介绍了如何使用不同的方式对演讲稿的内容进行合理组织及如何进行过渡。

第八、九章分别介绍了演讲稿开头和结尾的写作方法。

第十章讲解了如何整理、准备演讲提纲。

第十一章介绍了演讲写作中的语言文字处理。

第十二章、第十三章分别介绍了演讲的正确方式和演讲可视辅助物的设计和利用。

第十四章到第十七章介绍了演讲的几种主要类型：如第十四章的告知型演讲，第十五章的说服型演讲，第十六章的特殊场合中的演讲和第十七章的即兴演讲。

第十八章甄选了十一篇中国学生在各种演讲赛事中的演讲和九篇经典的名人英语演讲并由编者进行了细致独到的点评分析。

书籍目录

Part General Introduction to Public Speaking
 Chapter 1 Introduction to Public Speaking
 A. Definition of Public Speaking
 B. Reasons for Studying Public Speaking
 C. Public Speaking Is a Learned Skill
 D. Public Speaking and Conversation
 E. Tips for You
 Chapter 2 Coping Effectively with Public Speaking Anxiety
 A. Public Speaking Apprehension
 B. Public Speaking Apprehension Is Not Exclusive to Certain People
 C. Tips for You
 Part Preparing for Your Speech
 Chapter 3 Selecting and Focusing on Your Topic
 A. Generating Potential Topics
 B. Choosing a Topic
 C. Focusing on Your Topic
 D. Tips for You
 Chapter 4 Determining a Purpose
 A. General Purpose
 B. Specific Purposes
 C. Tips for You
 Chapter 5 Considering Your Audience
 A. Becoming an Audience-Centric Speaker
 B. Analyzing Your Audience Before You Speak
 C. Analyzing Your Audience as You Speak
 D. Analyzing Your Audience After You Speak
 E. Tips for You
 Chapter 6 Supporting Your Speech
 A. Examples
 B. Anecdotes
 C. Statistics
 D. Quotations
 E. Descriptions
 E Comparisons and Contrasts
 G. Tips for You
 Part Organizing Your Speech
 Chapter 7 Organizing the Body of the Speech
 A. Preparing Main Points
 B. Supporting Materials
 C. Transitions
 D. Tips for You
 Chapter 8 Beginning of the Speech
 A. Goals of the Introduction
 B. Developing an Effective Introduction
 C. Avoiding Some Common Faults of Introduction
 D. Criteria for an Effective Introduction
 E. Tips for You
 Chapter 9 Conclusion of the Speech
 A. The Purpose of Conclusion
 B. Techniques for Designing a Conclusion
 C. Some Dos and Donts of Conclusion
 D. Tips for You
 Chapter 10 Outlining the Speech
 A. The Preparation Outline
 B. The Speaking Outline
 C. Tips for You
 Chapter 11 Using Words Effectively
 A. Choosing Words
 B. Phrasing Sentences
 C. Tips for You
 Part Ways and Aids for Presenting Your Speech
 Chapter 12 Presenting the Speech
 A. Good Delivery
 B. The Skills Involved in Public Speaking
 C. Methods of Delivery
 D. The Speakers Voice
 E. Nonverbal Communication
 E Tips for You
 Chapter 13 Visual Aids
 A. Functions of Visual Aids
 B. Types of Visual Aids
 C. Visual Aids Design Principles
 D. Presenting Visual Aids
 E. Tips for You
 Part Types of Public Speaking
 Chapter 14 Public Speaking to Inform
 A. Definition of Informative Speech
 B. Goals of Informative Speech
 C. Types of Informative Speech
 D. Guidelines for Informative Speech
 E. Tips for You
 Chapter 15 Public Speaking to Persuade
 A. Definition of Persuasion
 B. Analyzing Audience for Persuasion
 C. Organizing Reasons to Meet Audiences Attitudes
 D. Developing Your Purpose
 E. Modes of Appeal
 E Tips for You
 Chapter 16 Speeches for Specially Defined Situations
 A. Speeches of Introduction
 B. Speeches of Presentation
 C. Acceptance Speeches
 D. Welcome Speeches
 E. Tribute Speeches
 E Tips for You
 Chapter 17 Impromptu Speech
 A. The Situations When We Deliver Impromptu Speech
 B. Techniques for Delivering a Better Impromptu Speech
 C. Speech Structure
 D. Five Effective Principles of Impromptu Speech
 E. 90-Second Impromptu Speech Outline
 F. Suggestions to Deliver Successful Impromptu Speeches
 G. Tips for You
 Part Sample Speeches
 Chapter 18 Sample Speeches for Analysis
 A. Contest Speeches Analysis
 B. Great Speeches Analysis
 References
 Bibliography

章节摘录

Communication ability is recognized as the most valued ability in today's business and academic world. It is the key to success. Much of your communication ability is actually the ability to speak coherently and effectively on various business (non-private) occasions. In the universities in other parts of the world such as America and Europe , public speaking is a required course for students of all majors. Though this is not the case now in China , educators have already realized that public speaking skills are among the personal skills necessary for optimal career development. Learning to speak in public is not just about learning the art of speaking , it is much more about training the person that you are bringing out your best potentials as a positive player in today's world. If public speaking is ranked number one on most people's fear list , giving a speech in a foreign language can be considered an incredible stunt !

The point is that very few people in this world can ever do public speaking in a foreign language. As a Chinese student learning to speak in public in English , you need to know the following to begin with :

<<英语公共演讲教程>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>