

CHAPTER

I

# Varieties of Public Speaking

## CHAPTER OVERVIEW

There are many ways to classify speeches. Generally speaking, public speeches can be divided into three categories: speech to inform, speech to persuade and speech on special occasions. This chapter mainly focuses on the introduction of the three categories. As we know, these categories sometimes overlap each other.

演讲的分类方法众多。一般而言，公共演讲可分为三类：信息类演讲、劝说类演讲和特殊场合演讲。本章主要介绍上述三类演讲。众所周知，分类之间有时也会出现交叉。

## Explanation

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信息类演讲依据不同标准有不同分类。依据演讲内容可分为：物体介绍（speech about objects）、过程陈述（speech about processes）、事件描述（speech about events）、概念阐述（speech about concepts）等。依据演讲目的可分为：定义式演讲（definition speech）、描述性演讲（description speech）、过程性演讲（process speech）、说明性演讲（exposition speech）等（Gregory, 2005）<sup>346-365</sup>（Lucas, 2015）<sup>282-299</sup>。当然，有时一个演讲兼具多种功能。

### 信息类演讲小贴士

- 不要高估你的听众（Don't overestimate your audience）

演讲者有时会以为听众熟悉或了解某个领域，但实际上并非如此，因此演讲者的演讲内容对听众来说可能会产生雾里看花终隔一层的感觉。所以，演讲前一定要充分了解听众。

- 语言要简洁、准确（Be concise and precise linguistically）

信息类演讲要求演讲者提供的信息准确无误，因此演讲者在语言使用上应做到精确。

- 少用专业术语，避免使用抽象概念（Don't be too technical and avoid abstractions）

演讲过程中如果过多使用专业术语和抽象概念，会让听众感到沉闷、无趣。因此，演讲语言应具有一定亲和力。

- 呈现方式新颖独特（Be creative in presenting）

信息类演讲有时比较枯燥，因此在呈现方式上需要精心设计，使演讲生动有趣，吸引听众注意力。

# Samples



## Sample One

### Exposition Speech 说明性演讲

#### How to Get to Brooklyn College?

Good morning, ladies and gentlemen. Today my topic is how to get to Brooklyn College.

As a visiting scholar at Brooklyn College, the question how to get there occurred to my mind as soon as I arrived in New York.

Firstly, I used Google Map to find different routes.

Secondly, I chose two out of them which seemed more convenient.

Thirdly, I had a try respectively.

Route 1: Take N train to Bay PKW, then transfer to B6 and get off at Bedford AV/Campus Road. The bus stop is just beside the gate of college. That's very convenient. But, during rush hours, there may be a traffic jam. It will take you much more time, and then you may be late for class.

Route 2: Take N or R train to Atlantic AV, then transfer to 2 or 5 train. Brooklyn College is at the last stop, so you needn't worry about missing the stop. You can take the time to do some reading on the train. Fantastic!

So, I chose Route 2.

Then, how about you?

#### Notes:

- ① Brooklyn College: (纽约市立大学) 布鲁克林学院
- ② visiting scholar: 访问学者
- ③ respectively: 各自地, 依次地
- ④ N train: 纽约市地铁行车路径以英文字母或数字作为代号, 部分路线设有快车 (Express) 和慢车 (Local)
- ⑤ transfer: 转乘, 换乘
- ⑥ B6: Bus No. 6, 美国纽约市公交车线路用阿拉伯数字来标注
- ⑦ AV: avenue, 街, 大街
- ⑧ rush hour: (上下班的) 高峰时间
- ⑨ traffic jam: 交通阻塞



## Sample Two

### Description Speech 描述性演讲

#### Self-introduction

Hi, everyone.

My Chinese name is XXX, XX is my first name and X is my surname. Maybe it is difficult for you to pronounce. My English name is Lisa, L-I-S-A, so you may call me Lisa.

I come from Yangzhou, China. Yangzhou is not a big city but is very beautiful and quiet. I like Yangzhou. I enjoy my life and work there.

I'm an English teacher at Yangzhou Polytechnic College. I came here as a research scholar. I'm interested in public speaking. How to be a successful and powerful speaker? How to help my students improve their public speaking? I've been devoted to compiling a book about English public speaking.

It's a great honor for me to have the chance to attend Mark's class of public speaking. So, I'd like to take the chance to express my heartfelt thanks to Mark Golubow.

Maybe Mark wondered why the Chinese lady came to attend his class. What's her purpose?

There are three purposes for me to attend Mark's class.

First, as a learner, I'd like to improve my public speaking skills because I hold that public speaking is a key factor in becoming a successful teacher as well as a qualified administrator.

Second, as an observer, I'd like to know how American teachers conduct their teaching and how American students get involved in class.

Third, as a researcher, I'd like to know how American teachers conduct the assessment of students' learning and performance. Are there any differences between the US and China? If yes, what are they?

I firmly believe that I'll learn a lot from Mark and all of you. Thank you all.

All in all, public speaking is becoming more and more important in the process of globalization. Those who are unable to do so today may be at a grave disadvantage to their future career growth. Do you think so?

#### Notes:

- ① express my heartfelt thanks to: 向……表达衷心感谢
- ② all in all: 总而言之
- ③ in the process of globalization: 在全球化进程中
- ④ be at a grave disadvantage: 处于极度不利的地位



## Sample Three

## Definition Speech 定义式演讲

## Light Pollution

Good afternoon, ladies and gentlemen!

According to Maslow's hierarchy theory of needs, light is a basic need for people's life. And Thomas Alva Edison invented the first practical light bulb. Nevertheless, the increased and widespread use of artificial light results in pollution. Today my topic is light pollution.

Light pollution is so widespread, so universal, and so common to urban life that we hardly give it a thought. My presentation will cover the definition, types, consequences, current and alternative solutions.

Firstly, let's come to the definition. Light pollution is also called luminous pollution, caused by, generally speaking, excessive, misdirected or obtrusive artificial lighting. Light pollution can be classified into light trespass, over-illumination, glare, light clutter and sky glow.

Light trespass refers to a strong light entering the window of one's house from the outside. If the light from your house enters the window of your neighbor's, it may annoy them.

Over-illumination refers to the excessive use of light, causing not only light pollution but also energy waste.

Glare can be categorized into blinding glare, disability glare and discomfort glare. Blinding glare is completely blinding and leaves temporary or permanent vision deficiencies, which may be caused by staring into the sun. Disability glare may cause significant reduction in sight capabilities, such as being blinded by oncoming car lights, or light scattering in fog. Discomfort glare is annoying and irritating at best, which can potentially cause fatigue if experienced over extended periods.

Light clutter refers to excessive groupings of lights. The Las Vegas Strip displays excessive groupings of colorful lights, and is a classic example of light clutter. Diffuse glow arises from light reflected from illuminated surfaces and from light escaping directly upward from incompletely shielded or upward-directed light fixtures.

...

So far, we have a general idea of light pollution and its different types. Now, let's move to the consequences of light pollution. Light pollution is much more dangerous than we think, such as ecosystem disruption, effect on astronomy, atmospheric pollution and reduction of natural sky polarization. Because time is running out, I can't explain each consequence in detail.

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We've discussed the origins and social impacts of light pollution. Let's take a look at the current solutions to solve the problems. Such as, improve light fixtures, adjust types of light sources and redesign lighting plans. Researchers have developed a "Unified System of Photometry", a way to measure how much or what kind of lighting is needed. And replace it with outdoor LED

floodlights.

...

In my presentation, we discussed the definition, types, consequences, current and alternative solutions. Now, we're fully aware that light pollution is much more dangerous than we think! Hopefully, there are some effective ways to reduce light pollution. If you know anything, please say something to encourage improvements in reducing light pollution.

Thank you for your attention!

### Notes:

- |   |                           |
|---|---------------------------|
| ① Maslow's hierarchy theory of needs: 马斯洛需求层次理论 | ⑪ blinding: 刺眼的           |
| ② artificial light: 人工照明                        | ⑫ vision deficiency: 视力受损 |
| ③ alternative: 可替代的                             | ⑬ irritating: 使人恼火的       |
| ④ misdirect: 误用                                 | ⑭ fatigue: 疲劳             |
| ⑤ obtrusive: 突兀的, 过分显眼的                         | ⑮ diffuse: 散开的, 分散的       |
| ⑥ light trespass: 光入侵, 光侵扰                      | ⑯ light fixtures: 照明设备    |
| ⑦ over-illumination: 过度照明                       | ⑰ astronomy: 天文学          |
| ⑧ glare: 刺眼的强光                                  | ⑱ atmospheric: 大气(层)的     |
| ⑨ light clutter: 光杂乱                            | ⑲ polarization: 极化        |
| ⑩ glow: 光亮                                      | ⑳ photometry: 光度测定        |
|   | ㉑ floodlight: 泛光灯         |

# Activity

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Step

One

## Choose a Topic

**Topic 1:** Self-introduction

**Topic 2:** My Favorite Food

**Topic 3:** WeChat—Social Media

**Topic 4:** How to Make Tomato Soup

Step

Two

## Write a Preparation Outline

**Main point 1:** \_\_\_\_\_

Subpoint a: \_\_\_\_\_

Subpoint b: \_\_\_\_\_

**Main point 2:** \_\_\_\_\_

Subpoint a: \_\_\_\_\_

Subpoint b: \_\_\_\_\_

Step

Three

## Make Your Introduction and Conclusion

For your introduction, you'd better:

- get the attention of your audience
- arouse the interest of your audience
- state the importance of your topic
- ...

For your conclusion, you may:

- signal the end of your speech
- reinforce your main points
- refer to the introduction
- ...

Step

Four

## Deliver Your Speech

Self-assessment:

Excellent       Good       Average       Fair       Poor

Peer assessment:

Excellent       Good       Average       Fair       Poor

Teacher assessment:

Excellent       Good       Average       Fair       Poor