

## Unit

# 1

# Getting to Know Public Speaking

## Warm-up

Discuss the following questions with a partner.

- ▶ Do you know any speaker who is well-known all over the world? Can you think of three? Share those you think of with your classmates.
- ▶ Can you recite one or two lines from some famous speeches? If so, present them to your classmates. If not, explain the main idea to your classmates.
- ▶ How do you feel when you are speaking in public? Do you like that feeling?
- ▶ How many speeches have you delivered before? When was the latest one delivered?





## Part I Watching and Doing

### I Before Watching

|                                   |   |
|-----------------------------------|---|
| candidate /kændɪdət/              | <i>n.</i> 候选人; (竞选或求职的) 申请人; 投考者, 应试者, 参加考试的人 |
| vital /'vaɪtl/                    | <i>adj.</i> 至关重要的, 必不可少的; 生机勃勃的, 充满生机的        |
| business administrative personnel | 企业行政人员  |
| benefit from                      | 受益于   |
| acquire /ə'kwɪə/                  | <i>vt.</i> (通过努力、能力、行为表现) 获得; 购得; 得到          |
| job hunting market                | 求职市场  |
| liberal art                       | 文科  |
| general intelligence              | 通用智慧  |
| stage fright                      | 怯场 (演员出场前的紧张不安)                               |
| critical thinking                 | 批判性思维   |
| civic engagement                  | 公民参与  |
| empowerment /ɪm'paʊəmənt/         | <i>n.</i> 授权                                  |
| make a difference                 | 有影响   |
| consistently /kən'sɪstəntli/      | <i>adv.</i> 一贯地; 始终如一地                        |

### Words and Expressions

#### 1. Predict the missing words in the following passage before you watch the MOOC.

Throughout history, people have used public speaking as a \_\_\_\_\_ of communication. What the Greek leader Pericles said more than 2,500 years ago is still true today: "One who forms a \_\_\_\_\_ on any point but cannot explain it clearly might as well never have thought at all on the subject." \_\_\_\_\_, as its name implies, is a way of \_\_\_\_\_ your ideas public—of \_\_\_\_\_ them with other people and of \_\_\_\_\_ other people. During the modern times, many women and men around the world have spread their

\_\_\_\_\_ and influence through public speaking. In the United States, the list includes Franklin Roosevelt, Ronald Reagan, Martin Luther King, etc. In other countries, we see the power of public speaking \_\_\_\_\_ by such people as former British Prime Minister Winston Churchill, South African leader Nelson Mandela.

2. Try to list the similarities between public speaking and daily conversation.

---



---

3. Try to list the differences between public speaking and daily conversation.

---



---

## II While Watching

1. Watch the MOOC section “Importance and significance of learning public speaking” and fill in the blanks with the missing information. For non-MOOC learners, you can scan the QR code to watch the video clip and complete the tasks.



### Part A

Throughout history, people have used public speaking as a \_\_\_\_\_ of communication. What the Greek leader Pericles said more than 2,500 years ago is still true today: “One who forms a \_\_\_\_\_ on any point but cannot explain it clearly might as well never have thought at all on the subject.” \_\_\_\_\_, as its name implies, is a way of \_\_\_\_\_ your ideas public—of \_\_\_\_\_ them with other people and of \_\_\_\_\_ other people. During the modern times, many women and men around the world have spread their \_\_\_\_\_ and influence through public speaking.

Part A

In the United States, the list includes Franklin Roosevelt, Ronald Reagan, Martin Luther King. In other countries, we see the power of public speaking \_\_\_\_\_ by such people as former British Prime Minister Winston Churchill, South African leader Nelson Mandela.

Part B

For employers, study after study has shown that even in highly specialized fields, employers consistently rank the ability to \_\_\_\_\_ at or near the top of the skills they look for when deciding whom to hire and whom to promote. More than \_\_\_\_\_ percent of employees at \_\_\_\_\_ companies in Asia, Europe, and Latin America believe the use of English is “crucial” or “important” to their position. So as employers, they are \_\_\_\_\_ the students not just because of the major. They will also consider other factors, such as general intelligence, \_\_\_\_\_ and communication skills. Even in some companies, candidates are asked to make a \_\_\_\_\_ after the interview. If the students have learned public speaking, they will have the \_\_\_\_\_ possibility to get the position. So public speaking can be helpful for students, universities and \_\_\_\_\_.

2. Watch the MOOC sections “Similarities between public speaking and daily conversation” and “Differences between public speaking and daily conversation”. Check the features of public speaking and daily conversation. For non-MOOC learners, you can scan the QR codes to watch the video clips and complete the task.



| Features                                | Public speaking | Daily conversation |
|---|-----------------|--------------------|
| Be more highly structured.              |                 |                    |
| Organize your thoughts logically.       |                 |                    |
| Tell a story for maximum impact.        |                 |                    |
| Require more formal language.           |                 |                    |
| Require a different method of delivery. |                 |                    |
| Tailor your message to your audience.   |                 |                    |
| Adapt to listener feedback.             |                 |                    |

### III After Watching

Translate the English sentences from the MOOC sections into Chinese.

- 1) One who forms a judgement on any point but cannot explain might as well never have thought at all on the subject.

---



---

- 2) Public speaking, as its name implies, is a way of making your ideas public—of sharing them with other people and of influencing other people.

---



---

- 3) Apart from these, since public speaking is a means of communication, there are still some similarities between public speaking and daily conversation.
- 
- 

- 4) Running as a Democratic in a traditionally Republican district, she had to reach people by talking about the issues rather than by appealing to party loyalty.
- 
- 



**Part II**

**Understanding and Practicing**

**Activity 1**

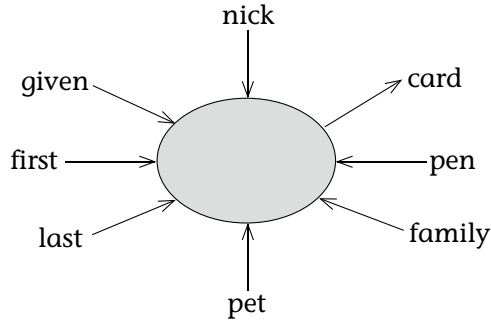
**Check your comprehension.**

Decide whether the following statements are true or false.

- 1) Communication skills, including public speaking, are often ranked first among the qualities employers seek in college graduates.
- 2) Public speaking is a form of empowerment because it gives speakers the ability to manipulate people.
- 3) When you adjust to the situation of a public speech, you are doing on a larger scale what you do every day in conversation.
- 4) Public speaking usually requires more formal language than everyday conversation.
- 5) Public speaking requires the same method of delivery as ordinary conversation.

**Activity 2** Get to know each other.

**Step 1** In the circle write just one word that collocates with all the words surrounding it. Pay attention to the direction of the arrows.



**Step 2** Find three partners and ask them about their names, hobbies and interests. And list three you have in common with them.

**Partner A** Name   
 Hobbies and interests

**Partner B** Name   
 Hobbies and interests

**Partner C** Name   
 Hobbies and interests

Try to find three things you have in common with them: \_\_\_\_\_

---

**Step 3** Form a study group with your partners, and work out a group name which can show the features of your group.

Group name   
 Main features

**Step 4** Present your group name to the whole class, but don't explain why. Write down other groups' names.

|         |                      |         |                      |         |                      |
|---------|----------------------|---------|----------------------|---------|----------------------|
| Group 1 | <input type="text"/> | Group 2 | <input type="text"/> | Group 3 | <input type="text"/> |
| Group 4 | <input type="text"/> | Group 5 | <input type="text"/> | Group 6 | <input type="text"/> |
| Group 7 | <input type="text"/> | Group 8 | <input type="text"/> | Group 9 | <input type="text"/> |

**Step 5** Among all the groups, choose your favourite group name, and guess why the name is like that.

Your favourite group name(s) is/are \_\_\_\_\_.

Why the name(s) is/are like that: \_\_\_\_\_

\_\_\_\_\_

**Step 6** The most popular group reveals the secret of why they chose their name.

The reason(s) for the popular group name is/are \_\_\_\_\_

\_\_\_\_\_

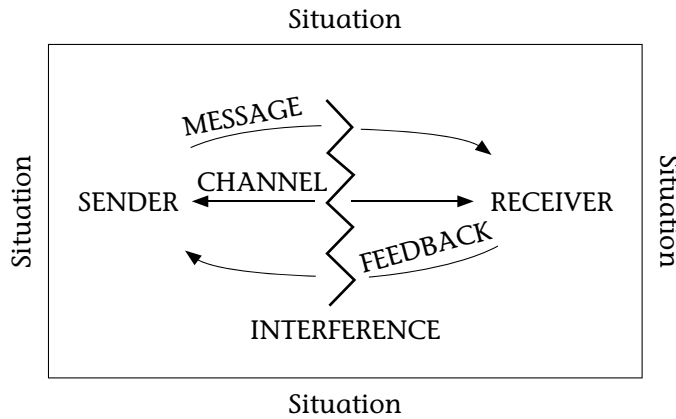
**Activity 3** Understand the importance of public speaking.

**Step 1** During your discussion with your partners on deciding your group name, who initiated the discussion? And how many of your partners responded to your topic?

**Step 2** Analyze your group discussion. Can you answer the following questions?

- 1) Who was or were the speaker(s) during the discussion?
- 2) Who was or were the listener(s) during the discussion?
- 3) What was the information that the speaker(s) tried to convey to the listener(s)?
- 4) How did the speaker(s) communicate with the listener(s)?
- 5) Where did the group discussion take place?
- 6) Were there any things which disturbed the listeners and speakers during the discussion?

**Step 3** From the analysis above, how many factors do you think might affect people's communication?



**Notes to Take**

The seven elements in the speech communication process are as follows: sender, message, receiver, feedback, channel (or medium), interference and situation. All of these elements interact to determine the effectiveness of the communication. A change in any one of them is capable of producing a different result.

The *sender* is the one delivering the message. The sender functions as a speaker or a writer depending on the method of communication. The *message* is what the sender wants to convey. In oral communication, non-verbal language becomes part of the message, intentional or not. While the message is extremely important, whether or not it is effectively communicated largely depends on the other elements. The *receiver* is the targeted audience. For oral communication, he/she is a listener. For written communication, he/she is the reader. He/she brings his/her own life experiences to the table, and these influence what he/she hears (or reads) and understands.

*Feedback* refers to responses from the audience. It may be verbal or non-verbal. These responses indicate what has actually been communicated or understood and influences how the sender continues. The *channel or medium* is the vehicle through which the communication takes place, whether oral or written. *Interference* has

the potential to greatly affect the message. Any noise made during the delivery or any interruption aimed toward the receiver affects his/her understanding and the accuracy with which he/she hears or reads the message. The *situation* of the communication affects the message as well. Degrees of formality, comfort and emotion all affect the reception of the message. Ultimately, the goal of communication is to get the message across and have it received as intended.

**Step 4** Scan the QR code to watch a video clip in which a speaker gives a short speech. After watching it, discuss with your group and answer the following questions.



- 1) Who are the speaker and the listeners?
- 2) What's the situation?
- 3) What message does the speaker give?
- 4) What feedback do the listeners send back?
- 5) Is there any interference in the process?



**Step 5** Find out one example which shows the importance of “feedback” in your real life or you have heard from others. For example, identify the feedback here:

Jack: Hi, Ben. Long time no see. How are you doing?

Ben: I'm fine. Thank you, Jack. And you?

Jack: Oh, I am fine, too.

Ben: OK, so bye-bye.

Jack: Bye-bye.