



BBC WORLD SERVICE LEARNING ENGLISH

Speechwriting

写演讲稿



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What Makes a Good Speech? 好演讲稿的关键是什么?

The success of a speech is often **attributed** to the skill of the speaker, with merit being given to speakers who are confident, **articulate**, knowledgeable and able to deliver a speech with **conviction**.

But often it is not the speakers who write these **moving** speeches, it is a speechwriter. And one industry in which this practise is common is that of politics. So what does it take to be a political speechwriter?

Well according to a recent job advertisement from the US Embassy in Britain, a political speechwriter needs to have exceptional **interpersonal skills**, be **detail oriented** and able to demonstrate a deep knowledge of their subject. They must also work closely with speakers and be able to relate to their style.

Some believe that the best speechwriters have an **inherent talent**, a natural **creative instinct**, and that speechwriting is an **art form**.

So what about those of us who do not possess such **genius**? Can we still produce successful speeches?

In an interview with the BBC, Dr Max Atkinson (a **communications specialist**) outlined a number of speechwriting techniques. He also illustrated how these techniques have been used in historic speeches.

One such technique is introducing contrast. This is extremely useful when presenting a **positive spin** on a **negative issue**. One of the most famous examples of this can be seen in a speech given by former American President John F Kennedy: "Ask not what your country can do for you but what you can do for your country."

Another technique is the use of three-part lists. Dr Atkinson explains that this can be an excellent way of adding **finality** or **confirming** a statement. Former British Prime Minister Tony Blair was a fan of this technique. One of his most famous **campaign slogans** was "education, education, education".

These techniques can be used like tools - they can be chosen from a toolbox and applied as necessary. A few other techniques you might find in a speechwriter's toolbox might be the use of **imagery**, **anecdotes** and **alliteration**.

So next time you have to prepare a speech or presentation, try applying one or more of these techniques and see if you **have what it takes** to be a winning speechwriter.

Glossary 词汇表

attributed – 归因于	articulate – 善于表达的，口才好的
conviction – 说服力	moving – 动人的，感动的
interpersonal skills – 人际技巧	detail oriented – 注重细节
inherent talent – 与生俱来的天赋	creative instinct – 善于创新的天性
art form – 艺术形式	genius – 天才
communications specialist – 沟通交流专家	positive spin – 编造正面影响
negative issue – 具有负面因素的问题	finality – 终结，最后决定
confirming – 确认	campaign slogans - 竞选口号
imagery – 比喻	anecdotes - 轶事，趣闻
alliteration – 押头韵	have what it takes – 具备取得成功的必要条件

1. Reading Quiz 阅读测验

Are these sentences true or false? Circle the correct answer.

以下句子哪句是真?哪句是假? 请圈出正确答案。

1. Speechwriters are often used in politics. **True / False**
2. The US Embassy in Britain recently advertised for articulate speakers who could confidently deliver speeches. **True / False**
3. Some people see the best speechwriters as artists. **True / False**
4. Dr Max Atkinson says there are a series of techniques that can be used in speechwriting. **True / False**
5. Techniques such as imagery and alliteration are rarely used in successful speeches. **True / False**

2. Matching 配对

Match the speechwriting techniques (a-e) with their definitions (1-5)

把写演讲稿的技巧名称(a-e)和相应的解释(1-5)搭配在一起。

a: contrast

b: three-part list

c: anecdote

d: imagery

e: repetition

1. _____ using words which conjure pictures in someone's mind
2. _____ telling a short, often amusing story, especially about something you have done
3. _____ using three linked statements to add emphasis
4. _____ presenting two opposing ideas or statements
5. _____ replicating a word or statement

3. Jumbled Sentences 打乱词序的句子

Create sentences using the jumbled words. These sentences illustrate the use of imagery in political speech.

请将下列句子中的单词重新排列，组成正确的句子。这些句子曾出现在政治演讲稿里。

1. " _____ "

Tony Blair (former UK Prime Minister)

I feel hand my can of
on history shoulder the .

2. " _____ "

Sir Winston Churchill (former UK Prime Minister)

The nation lion's give the had the
; I had the heart luck to roar .

4. Wordsearch 单词搜索

Try to find the words associated with this week's topic in the puzzle below.

There are ten words to find. Words can be written horizontally (→), vertically (↓) or diagonally (↘)

请找出和本周题目相关的英语单词。

共有10个单词，其组成方式可能以水平的(→)垂直的(↓)或对角的(↘)形式出现。

c	o	n	t	r	a	s	t	a	z	t
o	a	s	i	m	a	g	e	r	y	f
n	s	s	d	s	r	b	e	h	a	g
v	l	v	x	b	t	a	l	e	n	t
i	o	v	i	r	i	l	u	b	e	i
c	g	a	n	e	c	d	o	t	e	n
t	a	c	o	n	u	a	z	d	s	s
i	n	t	r	a	l	s	d	d	s	t
o	s	g	e	n	a	d	a	d	a	i
n	r	e	p	e	t	i	t	i	o	n
r	e	p	e	a	e	y	a	s	g	c
g	e	n	i	u	s	h	f	x	d	t

imagery articulate conviction anecdote
contrast repetition instinct
genius talent slogans

Answers 答案

1. Reading Quiz 阅读测验

1. Speechwriters are often used in politics. **True**
2. The US Embassy in Britain recently advertised for articulate speakers who could confidently deliver speeches. **False**
3. Some people see the best speechwriters as artists. **True**
4. Dr Max Atkinson says there are a series of techniques that can be used in speechwriting. **True**
5. Techniques such as imagery and alliteration are rarely used in successful speeches. **False**

3. Jumbled Sentences 打乱词序的句子

1. "I can feel the hand of history on my shoulder."
Tony Blair (former UK Prime Minister)
2. "The nation had the lion's heart; I had the luck to give the roar."
Sir Winston Churchill (former UK Prime Minister)

2. Matching 配对

1. **imagery (d)**
using words which conjure pictures in someone's mind
2. **anecdote (c)**
telling a short, often amusing story, especially about something you have done
3. **three-part list (b)**
using three linked statements to add emphasis
4. **contrast (a)**
presenting two opposing ideas or statements
5. **repetition (e)**
replicating a word or statement

4. Wordsearch 单词搜索

c	o	n	t	r	a	s	t			
o			i	m	a	g	e	r	y	
n	s			r						
v	l			t	a	l	e	n	t	
i	o			i					i	
c	g	a	n	e	c	d	o	t	e	n
t	a			u					s	
i	n			l					t	
o	s			a					i	
n	r	e	p	e	t	i	t	i	o	n
				e					c	
g	e	n	i	u	s					t