

实用交际英语口语 10

Practical Oral English Communication

PART IV PUBLIC SPEAKING

UNIT ONE SALES AND MARKETING

1. Teaching Objectives

Students will be able to

- 1) know the general principles and strategies of public speaking;
- 2) deliver a public speech;
- 3) talk about business-related topics.

2. Pre-requirements

Students should have

- 1) selected and brought to class a speech that they think is worth sharing;
- 2) read the two passages in “Part I Read and Think”;
- 3) watched the two videos in “Part II Listen and See”.

3. Highlighted Form of Communication

Public speaking

4. Teaching and Drilling Methods

Lecture, creative writing, group work, role play

5. Communication Knowledge

MATTER
MANNER
METHOD



To make a public speech, one normally needs to consider

1) choice of subject matter
2) methods (structure, rhetoric...) to present the subject matter
3) manner to impress the audience

6. Teaching Plan in Steps

1) Warming-up performance from students

Role play “English at University” Episode 10: Getting Down to Business

Ask other students to evaluate the performance, noting:

Has the show been comprehensible to you?
Are the performers interacting with each other?
Are the performers fluent in their lines?

2) Talk about the reading assignment

Passage One: “What Physics Taught Me about Marketing”

Passage Two: “The Art of the Soft Sell”

a. Have students report what they learned from the two articles;

b. Ask students the following question:

“If you were to open your own store one day, what kind of culture would you like to foster among your sales folks? “

☺ Recommended expressions for stating your opinion:
Well, I'd say.../
The way I see it .../
Personally, I think .../
To start with I'd like to point out .../
It seems to me that .../
I'm absolutely convinced that ...

3) Share a chosen speech

Purpose: to have first-hand experience of good speeches

Steps:

- a. Ask students, in turn, to present the speech they have selected and brought;
- b. Students either play the audio/video clip or read out aloud the script, and then explain to the class why they think it is a good speech;
- c. Instructor comments on each speech presented.

4) Introduce Principles and Strategies for Public Speaking

- a. Ask students to reflect on the speeches shared by their classmates, and talk about what qualities the speeches have in common.
- b. Introduce to students the three aspects to be considered when planning a speech: matter, method, and manner.
- c. Introduce to students questions to ask themselves when preparing for a speech:

Matter	Method	Manner
<ul style="list-style-type: none"> •Why do I want to talk about this? •What effect do I expect to achieve? •Who am I talking to? •What's new/unique/interesting about my subject matter? 	<ul style="list-style-type: none"> •Do I have a nice overall structure/plan? •Do I have suspenses or turns? •How do I open my speech? •Is my speech logically sound? •How do I get the audience engaged? •Should I use visual aids? 	<ul style="list-style-type: none"> •How do I want to impress my audience? (knowledgeable/friendly/funny/rational/passionate...) •How can I make myself expressive in the verbal part of the speech? •How can I make myself expressive in the non-verbal part of the speech? •Do I have unconscious body movements that I would rather not have?

5) Evaluate a speech with reference to the principles and strategies above

purpose: to reinforce the mastery of communication principles and strategies

➤ video: A Business Start-up Presents His Products in Order to Get Investments.

(from *Dragons' Den*)



Steps:

- a. Play the video;
- b. Ask students to comment on the performance of the speaker with reference to the “Principles and Strategies for Public Speaking”.

6) Make a plan for a speech (pair work)

purpose: to put into practice the principles and strategies of public speaking

steps:

- a. Pair students up and ask each pair to choose a topic from the following range of topics.

① Informative:

Introduce a concept/phenomenon/theory from the study of your major/from popular culture.

② Persuasive:

Try to raise fund from an imagined audience for your business ideas/ charity project.

③ Combination:

Make a commencement speech at the 2048 Fudan University Commencement Ceremony.

- b. Ask each pair to work out a plan for the speech. They should settle on a specific subject matter, the perspective to deal with the matter, a structural outline, detailed contents, as well as design of manners.
- c. The instructor observes and offers suggestions to each pair.
- d. The instructor asks students to keep working on the plans for the speech, which they will share in class next week.

7. Homework

- 1) Keep working in pairs on planning the speech with the chosen topics.
- 2) Students should read the two passages in “Part I Read and Think” from next unit.
- 3) Students should watch the two videos in “Part II Listen and See” from next unit.
- 4) Students should read sample dialogue “At the Post Office”.