

Public Speech & Rhetorical Devices 演讲与修辞



徐薇副教授 浙江开放大学

认知
目标

能力
目标

情感
目标

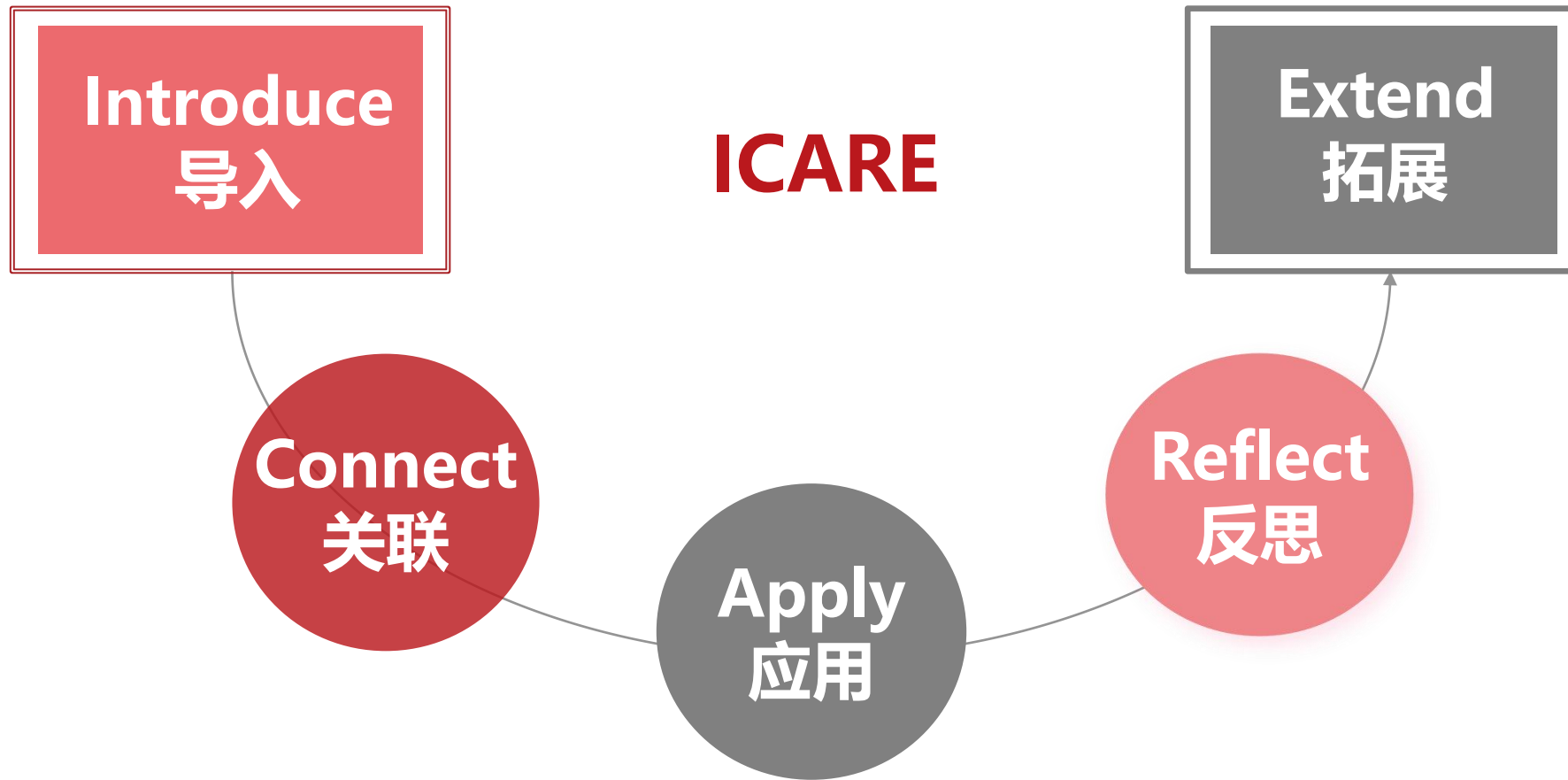
思政
目标

What are public speeches?
演讲之形

When to use rhetorical devices?
修辞之力

Why to use rhetorical devices?
修辞之美

How to use rhetorical devices?
修辞之思







Part 1 Lead-in
导入



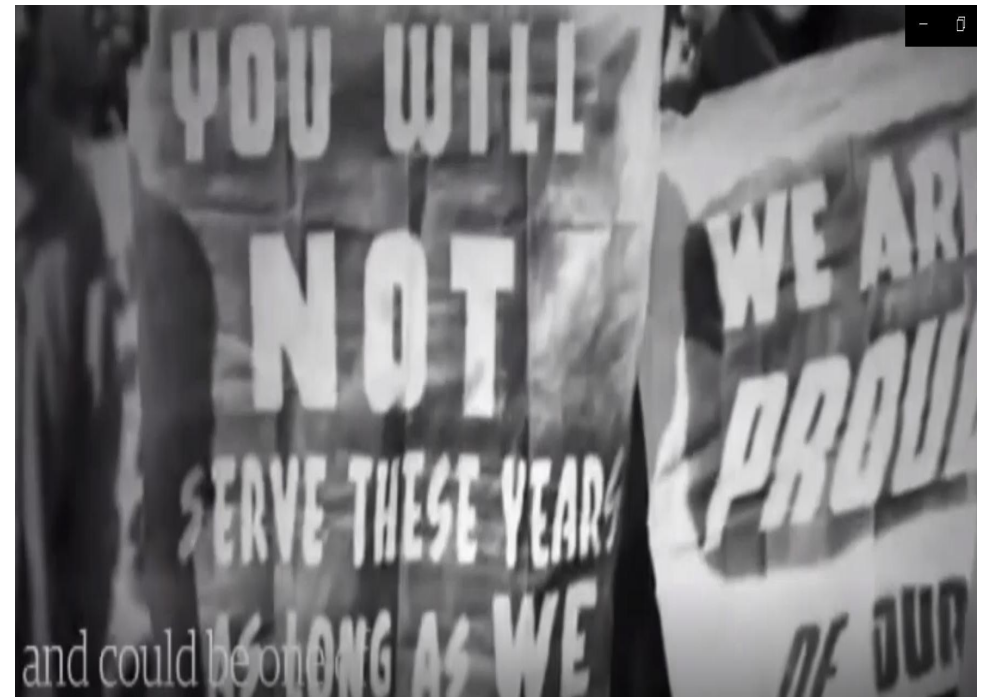
a video about public speech
多模态英语教学

Task 1 How much do you know about this
speech?

An Ideal I Am Prepared to Die for
《为理想我愿献出生命》



**one of the great speeches
of the 20th century
a key moment in the history
of South African democracy**



one of the great speeches
of the 20th century
a key moment in the history
of South African democracy

Pretoria, April 20 1964

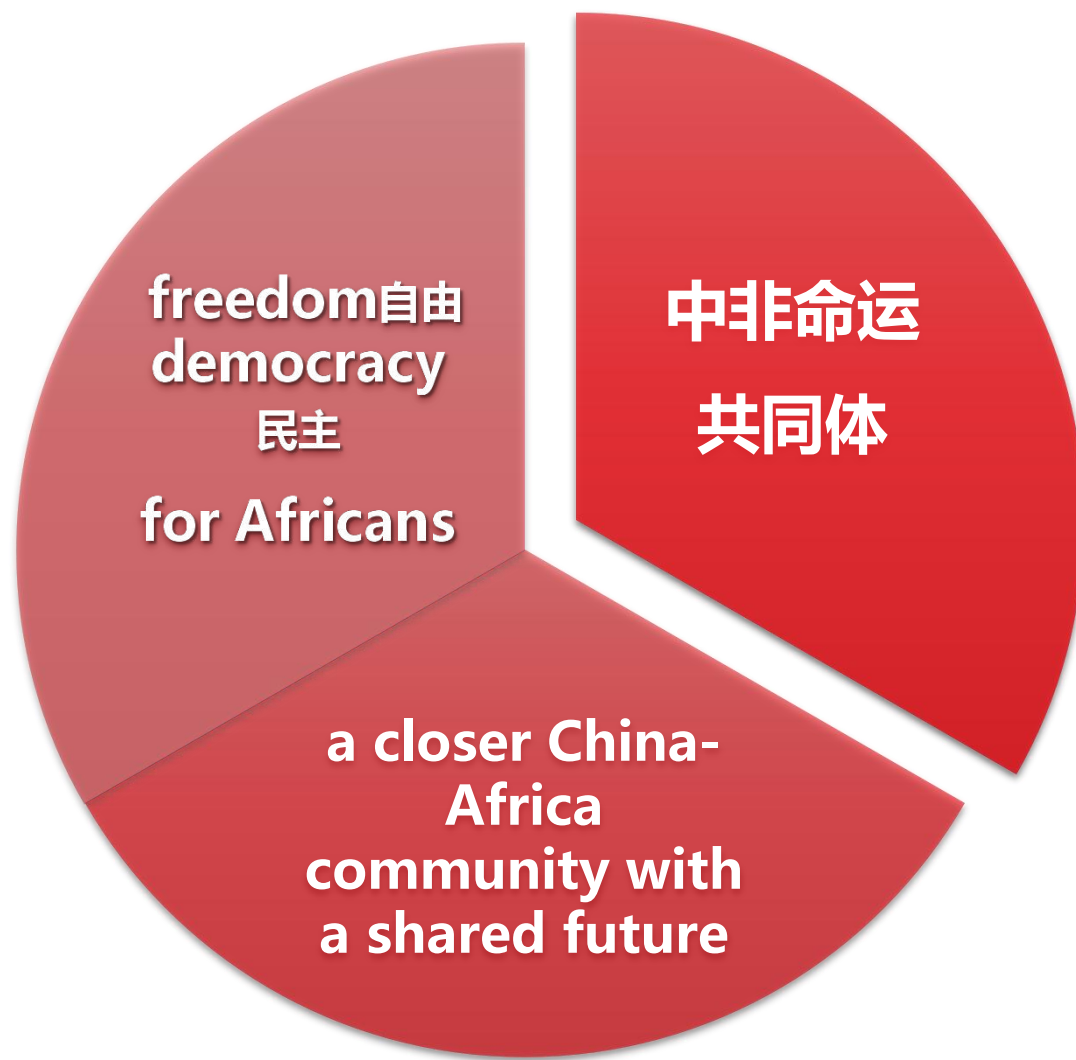
Nelson Mandela addresses the court
at the opening of his trial for sabotage

He was sentenced to life in prison

在就其蓄意破坏罪开始审判前，纳尔逊·曼德拉当庭发表讲话

Question
问题

**What kind of information
can you get from this video?**
视频告诉我们什么信息?



Question
问题

**What kind of rhetorical device
did Nelson Mandela use in his speech?**

曼德拉的演讲使用了哪些修辞手法?

对比
contrast

The Whites enjoy what may well be the highest standard of living in the world. 白人享受着可能是世界上最高标准的生活质量

While Africans live in poverty and misery. 非洲人则生活在贫困与悲惨之中

拟人
personification

Poverty goes hand
in hand with
malnutrition and
disease.

贫乏和营养不良携手而行
穷困与疾病相伴而生



Part 2 Connect 关联



language input: Task 5 Reading passage

10



什么是公开演讲？公开演讲有哪些类型和特点呢？你做过演讲吗？讲的是什么内容？如果再给你个机会，你想讲讲什么方面的事情？让我们通过一篇短文了解一下。

▶ 通读全文，了解短文大意。

▶ 0:00 / 2:38

Public Speaking

Public speeches are speeches delivered in public for a special purpose such as open class lectures or **lectures** in a university, **religious preachings** in the church, speeches at meetings or conferences, the **inaugural address** of the president elect, etc. **■** In terms of **mode**, there are **impromptu** speeches, **extemporaneous** speeches, speeches from reciting, speeches from **manuscript**, **■** but many of the speeches are written to be spoken before an audience. Most of these have something in common: to define, to explain something in order to **arouse** the interest of the audience and to obtain their support, **approval or consent**. **■** For those purposes, the speaker will have to appear to be friendly to the audience in order to identify himself with them and to **evolve** their emotional support. **■** At the same time he

**Most of these have something in common:
to define, to explain something in order to
arouse the interest of the audience and to
obtain their support, approval or consent.**

多数演讲有一些共同之处：
界定或解释某件事情，为了激发听众的兴趣，
得到他们的支持、赞成或同意。

For those purposes, the speaker will have to use every means to make his speech persuasive, engaging and convincing.

为了这些目的，演讲者必须想方设法使演讲具有说服力、耐人寻味、令人信服。

Public speeches are delivered orally, but they are often well prepared in writing and delivered on formal occasions. So they are strongly influenced by the characteristics of the written language.

公共开演讲是通过口头表达的，但通常都是认真完成稿件后才在正式场合进行演讲。因而明显受到书面语言特征的影响。

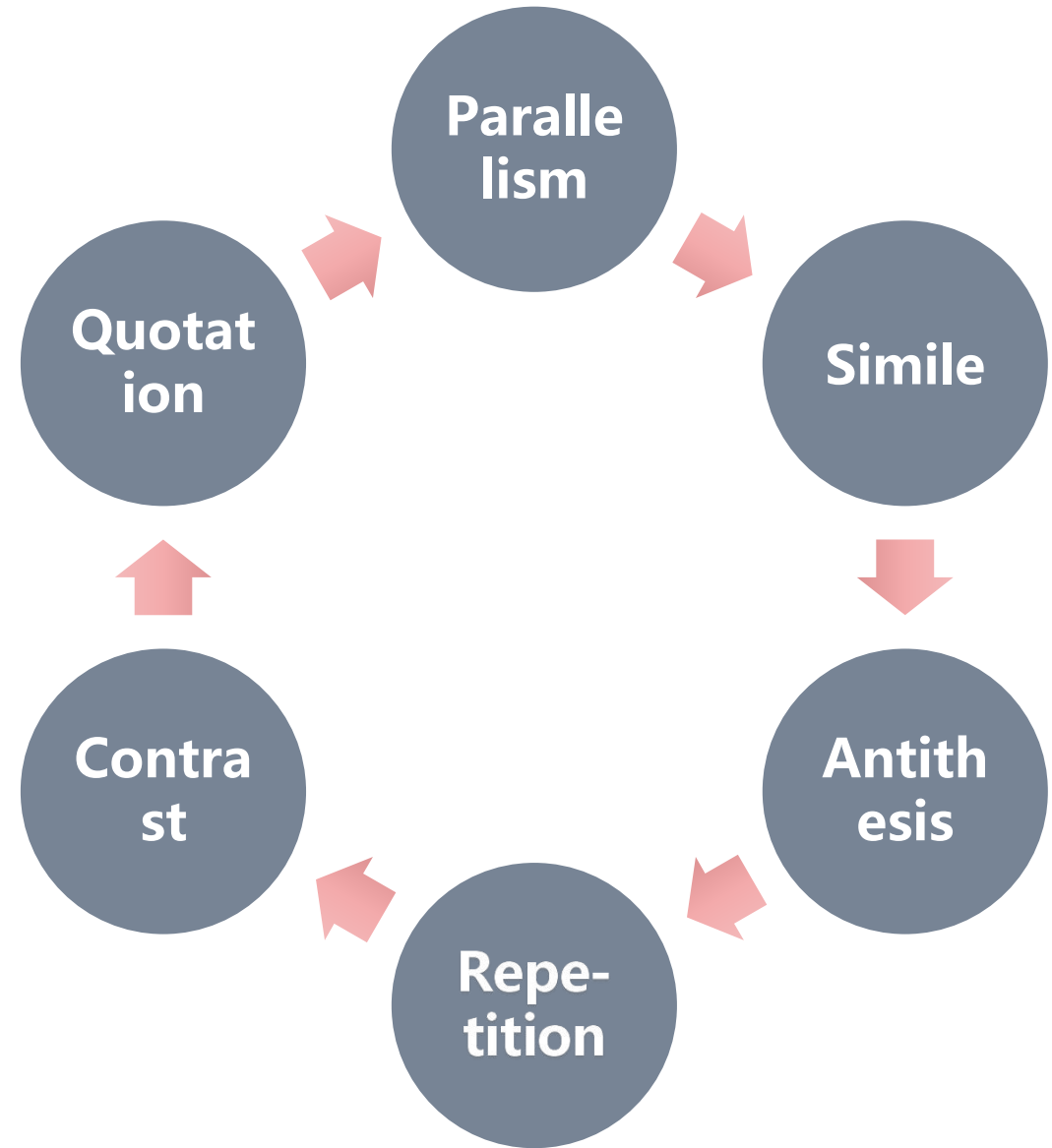
For instance, they are often polite in tone, formal in style. Big and abstract words, noun phrases, complete sentences, complicated sentence structures, parallelisms and rhetorical devices are often found in public speeches.

演讲通常采用礼貌语气，风格上比较正式。公开演讲常常会使用大而抽象的词汇、名词短语、完整的句子、复杂的句型、并列结构和较多修辞手段等。

Correct the mistakes in the following sentences

- 1 Public speeches are speeches delivered in public for **general purpose**.
- 2 The speaker will have to appear to **be unfriendly to the audience**.
- 3 The speaker **needn't use every means to** make his speech persuasive, engaging and convincing.
- 4 Public speeches are strongly influenced by the characteristics of **the spoken language**.
- 5 The language used in public speeches is **informal in style**, clear and vivid in tone, and persuasive in purpose.

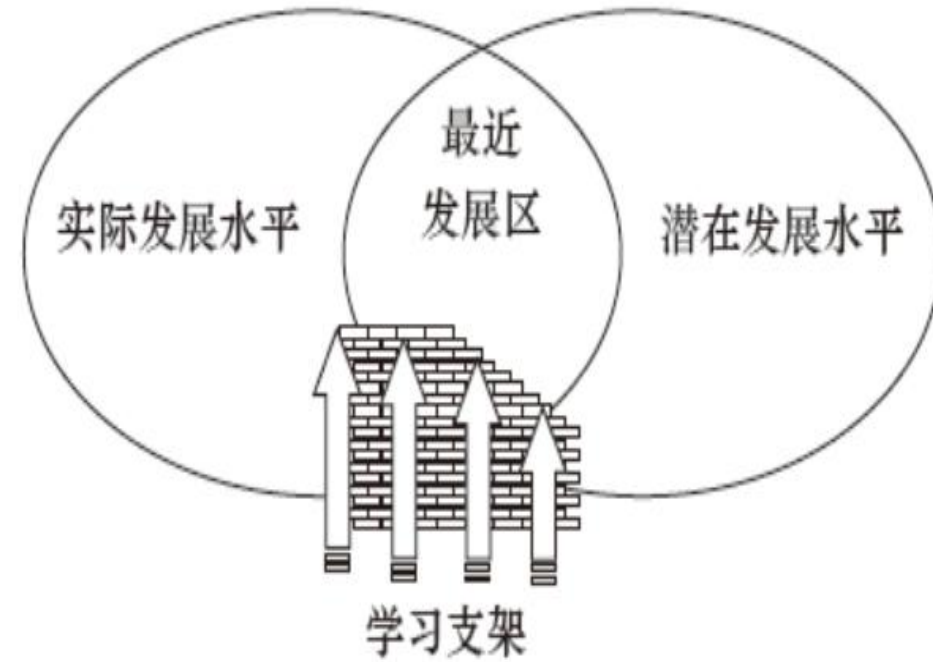
**Brooks and Warren believe:
Rhetorical devices
are effective language arts**
修辞是一门有效的语言艺术



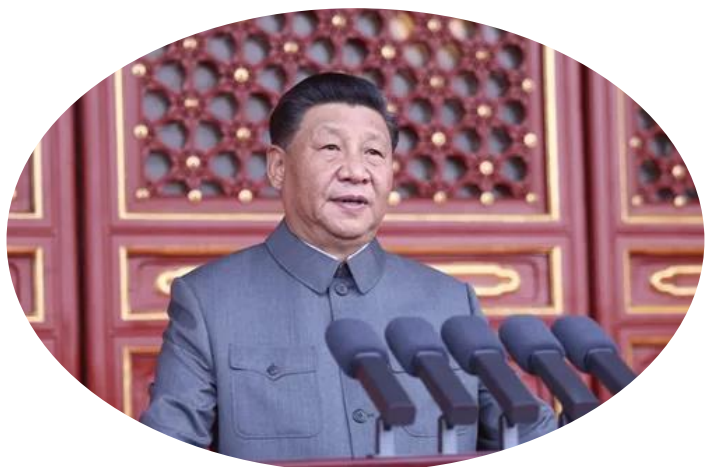


Part 3 Apply 应用





the Zone of proximal Development (ZPD)



**学习习总书记庆祝建党
一百周年讲话的演讲修辞**

**展现演讲修辞
功能性和重要性**

采用中文演讲+英文翻译

注重翻译“信、达、雅”

1. Parallelism

排比

powerful & inspiring

the use of components in a sentence that are grammatically the same; or similar in their construction, sound or meaning

中国共产党

根基在人民、血脉在人民、力量在人民。

The Party has in the people its roots, its lifeblood, and its source of strength.

2. Simile 明喻

specific & vivid

a figure of speech that
expresses a
resemblance between
things of different
kinds

江山就是人民、人民就是江山。

**This country is its people;
the people are the country.**

3. Antithesis

对偶

contrasting
balanced

the juxtaposition of
contrasting words or
ideas to give a feeling
of balance

回首过去，展望未来。

Looking back on the path we have
travelled and forward to the
journey that lies ahead.

4. Repetition 重复

impressive & focused

the repeated use of
the same word or
word pattern

深刻改变了近代以后中华民族发展的方向和进程，
深刻改变了中国人民和中华民族的前途和命运，
深刻改变了世界发展的趋势和格局。

...which profoundly **changed** the
course of Chinese history in
modern times, **transformed** the
future of the Chinese people and
nation, and **altered** the landscape
of world development.

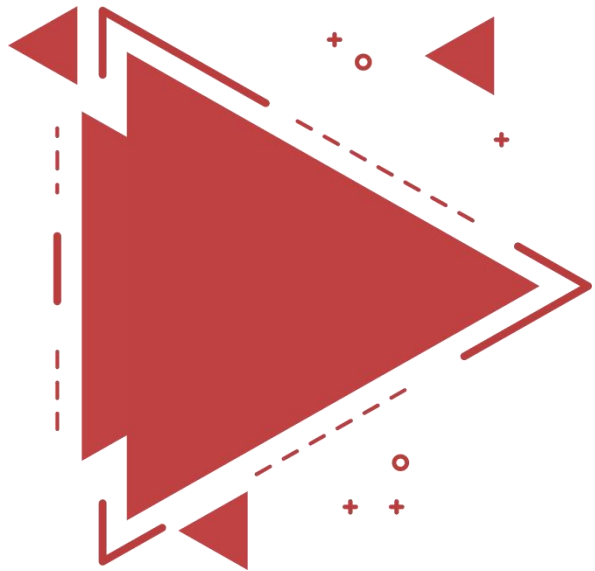
5. Contrast 对比

distinguishing &
persuasive

the act of
distinguishing by
comparing differences

一百年前，中华民族呈现在世界面前的是一派衰败凋零的景象。今天，中华民族向世界展现的是一派欣欣向荣的气象，正以不可阻挡的步伐迈向伟大复兴。

A century ago, China was **in decline** and **withering away** in the eyes of the world. **Today**, the image it presents to the world is one of **a thriving nation** that is ...



坚持**合作**、不**搞对抗**，坚持**开放**、不**搞封闭**，坚持**互利共赢**、不**搞零和博弈**。

We will continue to champion **cooperation over confrontation**, to **open up** rather than **closing our doors**, and to **focus on mutual benefits** instead of **zero-sum games**.

6. Quotation 引用

reliable & convincing

the practice of quoting
from books or plays



“以史为鉴，可以知兴替”
-- 《贞观政要》

By learning from history, we can
understand why powers rise and
fall.



Part 4 Extend 拓展





cultural inheritance
传承中华优秀传统文化

people-oriented
以民为本

孟子《天时不如地利》

得道多助，失道寡助

A just cause gains great support,
an unjust one gains little.

justice 正义--injustice 违背道义

天时不如地利，地利不如人和

Heaven matters less, earth imports more,
people count most.

chance, environment, the trend of popular
sentiment

机遇、环境、人心所向

contrast

对比

antithesis

对偶

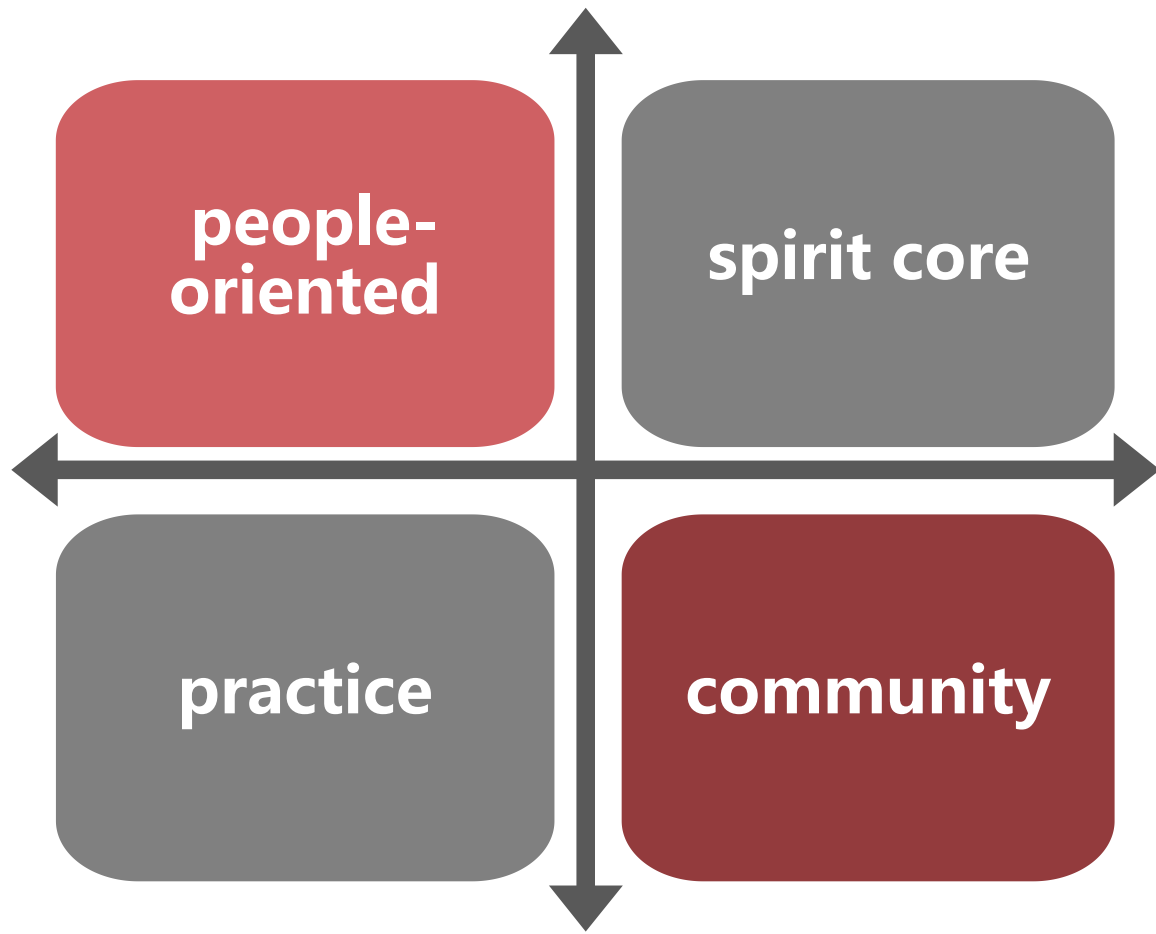
孟子《天时不如地利》

城非不高也，池非不深也，
兵革非不坚利也，米粟非不多也

Sometimes a city has to be abandoned
in spite of the height of its walls and depth of its
moat, the quality of arms and abundance of
food supplies

internal unity 内部团结

parallelis
m
排比



⊕ 以民为本仁学思想

⊕ 中华民族精神内核

⊕ 中国共产党的实践

⊕ 构建人类命运共同体

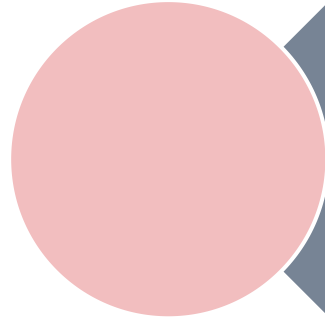


Part 5 Reflect

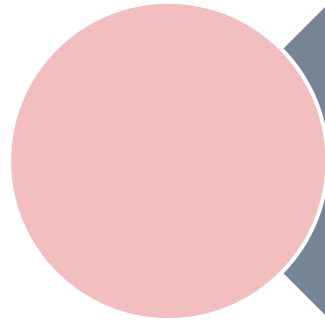
反思



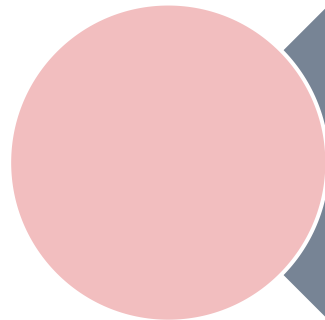
**How can we achieve
better
learning outcomes?**



**Some rhetorical Chinese
cannot be corresponded
with their English versions
completely**



**The rhetorical
transmission
in translation should be
more accurate**



**to achieve higher levels of
translation skills**

Our duties

```
graph TD; A[Our duties] --- B[Public speeches]; B --- C["to tell Chinese stories  
讲述中国故事"]; B --- D["to spread positive Chinese voices  
传播中国声音"]; B --- E["to deliver Chinese spirits  
传递中国理念"]
```

Public speeches

to tell Chinese stories

讲述中国故事

to spread positive Chinese voices

传播中国声音

to deliver Chinese spirits

传递中国理念



**优化中华历史
文化外译**

**推进中华传统
文化国际传播**

**补齐课程
思政缺位**



long lifespan
“九”和“久”同音

respecting the aged
尊老、敬老

**longing for
peace and longevity**
平安、长寿



Task
作业

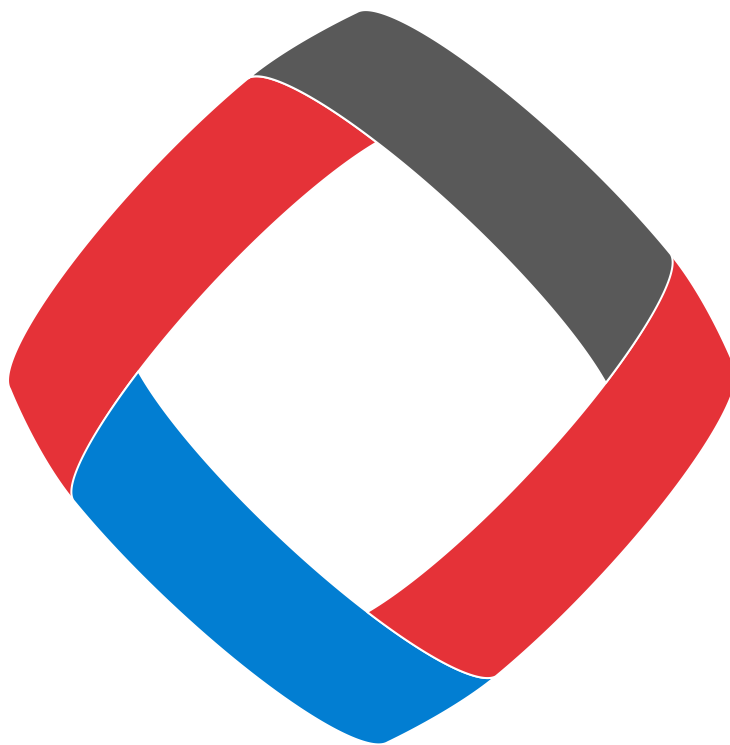
Please make a public speech named as My Chinese Dream
录制中英文双语演讲音频《我的中国梦》

Requirement
要求

At least two rhetorical devices should be used in your speech. 采用两种以上修辞手法

- transferred
迁移性

- updated
时效性



- extensive
延展性

- multimodal
多模态

