

Some Strategies for the Preparation and Delivery of Oral Presentations



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Creatively Speaking: Some Strategies for the Preparation and Delivery of Oral Presentations

(創意演說——關於準備口頭報告的技巧)

Public speaking is an intrinsic part of our job, whether we are faculty and instructors lecturing on complex materials, graduate students preparing for a job talk, or students making a class presentation. As anyone who has experienced stage fright knows, presenting in public can be draining and challenging, but it needn't be. If your listeners catch on and engage with you, sharing your ideas in a public forum can be exhilarating in its power to stimulate interest and foster connection. To be sure, there is an art to effective speaking, but it is a folk art that is accessible to everyone who is willing to reflect on the

medium of speech and to practice. As actors know, public speaking is a skill that can be learned and can improve with rehearsal and feedback. How can we best prepare our voices for this important task? How can we speak and present in ways that ensure we are heard and remembered? How can we present what is at the heart of our research in ways that invite others to join our intellectual conversation?



無論我們是需要講解複雜教材的教授、準備找工作的畢業生，還是做課堂報告的學生，公開談話都是我們工作的一部分。任何經歷過舞台恐懼的人都知道在公開的場合演說可以非常耗力又具有挑戰，但其實可以不用這樣。試想，若你的聽眾很投入，那麼在公開場合中，藉著分享你的看法，在引起別人興趣的同時，又激起更多的互動將會是一件多令人振奮的事。當然，有效的演說是有技巧的，而且是非常通俗的技巧，對任何人都適用。演員都知道，公開談話是一種可以學習的技巧，也能藉著排練及回饋不斷進步。那麼我們該如何對重要的公開談話做出最好的準備？該如何在確認有被聽見而且是被記住的情況下呈現自己？又該如何呈現出在我們的研究中最核心的部份，同時讓聽眾也加入這樣的知識性對談呢？

This issue of *Speaking of Teaching* features a range of practical strategies that the Oral Communication Program staff has developed for its courses, workshops, and individual consultations over the years. Our hope is that this newsletter will serve as a convenient summary of helpful strategies to keep in mind the next time you prepare to give a job talk, conference paper, or lecture, or prepare your students to give presentations.



在過去的數年，類似口語溝通的主題在這本期刊中已經有廣泛的討論。而我們希望這一篇文章能夠清楚的總結出各種有用技巧，讓你在下次準備面試、會議發表、演說，甚至是協助學生準備報告時，都能牢記在心。

(1)The Listening Mind

Doree Allen, Ph.D.

(抓住傾聽的心 Doree Allen 博士)

Central to an effective oral presentation is a design that takes into account the needs of your listening audience. Obvious? It should be, but our focus as scholars, researchers, and writers often distracts us from our otherwise intuitive understanding of this basic tenet of successful oral communication. And although speakers in a variety of contexts frequently rely on an idiom more suited to writing than to speech, this tendency seems especially tempting for those who are presenting scholarly and scientific research that has appeared previously as a journal article or book chapter. However, a speech is not “an essay on hind legs,” as James A. Winans, a noted scholar of rhetoric, famously observed. As efficient as it may seem to borrow language and structure from a text you’ve already completed, there is also a lost opportunity to engage with your audience when you neglect to reappraise your material in light of this new rhetorical situation in which your audience is listening to your ideas rather than reading them.



要做出有效的口頭報告，最重要的是注意聽眾的需求。這點聽起來似乎沒什麼，但是作為學者、研究者，或作家的身分，時常會讓我們忽略掉成功的口語溝通所需要的最基本、最直覺性的表達方式。雖然各式各樣的演說者時常依賴的都是在書寫中比較適合的用語，但這樣的情況對那些準備著將會在期刊或書本中發表的學術性或科學性研究的人來說，卻十分有吸引力。然而，如同著名的修辭學學者 James A. Winans 所言，演說和寫作不能相提並論。當你似乎正有效的從已經完成的文本中借用語彙的同時，其實失去了一個可以吸引聽眾的機會，因為你忽略了可以讓聽眾藉著聆聽、而非閱讀的方式來接收訊息的表達方式。

Because the spoken word is evanescent, listening poses distinct challenges, especially when it comes to abstract subject matter. Studies reveal that listeners cannot process as much information as readers, they have difficulty staying oriented and, unless they hear something more than once, it is difficult for them to retain it. Given these constraints, here are some strategies to bear in mind when “translating” a text into an oral presentation, which should enable you to better know your audience so that you reach your listeners as well.



因為說出來的話說完就過去了，因此傾對聽眾而言聽是一種特別的挑戰，尤其是

針對抽象的主題。研究指出，聽眾沒辦法和讀者抓住一樣多的訊息，除非他們重複聽到一樣的東西，否則是很難記住的。針對這樣的限制，以下提供一些當你在將文本「翻譯」成口語時的一些技巧，讓你更了解你的聽眾之後，和他們更近。

In the opening 60 to 90 seconds of a presentation you are not only introducing your topic but also yourself. So it is important to take advantage of this time, both to connect with the members of your audience personally as well as to orient them intellectually by placing your work in a larger context and providing a preview of what is to follow. More often than not, speakers will sacrifice this valuable time to turn away from the audience to read their titles (and sometimes even their names) from the slide projected behind them. How can you make your introduction more memorable? Some possibilities include opening with a startling statement or statistic, a rhetorical question, a vivid anecdote, a challenge or a provocative quotation.



Translation

在報告剛開始的一分鐘到一分半鐘，你不只是在介紹你的主題，同時也是在介紹你自己。因此，好好利用這個時間是非常重要的，在和你的聽眾面對面建立關係的同時，也要藉著預習接下來要講的內容，讓聽眾進入狀況。然而講者多半會犧牲掉這段寶貴的時間，直接開始進入主題。那麼，該如何使你的介紹讓人印象深刻呢？有些可能的方法包含用令人驚異的方式開場，例如用一個特別的問題、一個生動的軼事，或是引述一段能激動人心的話語。

But if these options feel contrived, you might simply consider how to link your subject to the experiences and interests of your audience so that you motivate their “need to know” and establish the common ground that is elemental to effective communication. Since listeners tend to remember what they hear first and last, it is similarly important to think carefully about your concluding remarks, which should not only summarize your main points, but emphasize their significance and suggest the implications of your analysis or research.



Translation

但如果你覺得這些建議不太自然，也可以單純的想想該如何將你的主題和聽眾的經驗及興趣連結起來，如此以來就能夠引發聽眾覺得自己「需要知道」的動機，並建起彼此之間有效對話的基礎。又因為聽眾傾向於記得在一開始和最後所聽到的東西，所以小心做結論也同樣的重要，結論不只要總結所有要點，還需強調在你的分析或研究中的重要性及所蘊涵的獨特性。

A strong introduction and conclusion are part of a clear organizational structure that should also include explicit transitions, internal summaries, and the repetition of key words and phrases. Because the listening audience is at a speaker's mercy for organizing content, "signpost" language such as "first," "next," or "finally" reinforces transitions and marks your progress through your presentation, linking the details to your overarching thesis and acknowledging where you are in relation to where you are going. Introducing your main points with a rhetorical question can also help to keep your audience on track. And, because questions invite subliminal answers, they serve to sustain audience engagement.



Translation

有力的介紹和結論是有明確組織的結構的一部分，而這樣的結構也必須包含，從文章內容的轉換、文本本身的總結，以及關鍵字句的重複。因為聽眾是經由講者來組織文本的，所以像「首先」、「其次」及「最後」這樣的指示文字可以讓文章內容的轉換更清楚，也能驅使自己在報告的過程中前進，並且把細節和主要的論點連結起來，使你知道自己進行到哪裡了。而用特別的問題來介紹你的主要論點也能使聽眾保持在狀況中，此外，因為問題會引起聽眾在下意識中尋找答案，所以能使聽眾保持專注。

To be sure, effective speaking and writing share many attributes; however, while readers can set their own pace, reread a complicated paragraph, or leaf back over several pages to refresh their understanding of the central argument, listeners cannot. Therefore, as a speaker you must think beyond content and be constantly aware of speech rate and pace, attending to listeners' need to keep up with what you are saying. Additionally, because it is difficult to listen to abstract discourse for very long, concrete language and examples — metaphors and analogies that make unfamiliar things familiar or vivid images that paint mental pictures — enable listeners to retain information and grasp abstractions or highly conceptual material.



Translation

當然，有效的言談和寫作具有許多共同的因素。然而，讀者可以調整好自己的腳步，重新閱讀一個複雜的段落，或翻回幾頁書去重新思考其主要論點，但聽者沒有辦法這麼做。因此，作為一個講者，你必須要時常注意到說話的速度，注意聽眾的思考是需要跟上你的腳步的。除此之外，因

為要長時間聆聽抽象的論述是有困難的，具體的語言和例子——暗喻和類比能夠讓陌生的概念變得更親近，或讓腦中的圖片變成生動的影像——能夠使聽眾留住訊息，並抓住抽象或高度概念性的文本。

Simpler syntax and vocabulary rather than long, subordinated sentences and technical jargon also appeal more to listeners' aural perception. Rhetoricians often say that public speaking is enlarged conversation, and as sensible as this may seem, it is often a challenge to keep the relational nature of speech in mind when the weight of our research or data crowds the audience out of our mental picture. We must remember that although our content is essential, there are — or should be — reasons why we are presenting our work orally rather than distributing it as a document. Of course, there are many motivations leading to each speaking opportunity, but one is simply the power of the spoken word and the ancient potential inherent in the communion of speaker and audience — especially when what the speaker says is meant to be heard and not read.



簡單的語法和詞彙比起又長又複雜的句子還要能夠讓聽眾感知到。修辭學者認為公開談話是一般對談的擴展，而且在資訊從我們這裡轉換到聽眾心裡的過程中，讓它們保持原貌通常都是一項挑戰。要記得的是，即使我們的要傳達的內容是很基本的，但其中一定有某些原因讓這些內容必須要用說的，而非以檔案資料的方式呈現。除了在各種情境下本來就有適合說話的機會之外，其實在講者和聽眾之間，講者說出來的話帶有某種權力，尤其當講者所說的話是需要用聽的，而非閱讀的時候。

(2)Effective Speaking: A Survival Guide

Tom Freeland, Ph.D.

(有效的談話：生存指 Tom Freeland 博士)

There is an often-cited but probably apocryphal study claiming that public speaking is the world's most common phobia, more fearsome to people than any other source of anxiety such as heights, spiders, the dark, or even death itself. If this is so, as Jerry Seinfeld observed, then at a funeral more people would rather be in the coffin than at the lectern delivering the eulogy.



時常會有作者不詳的研究宣稱，公開談話是世界上最普遍的恐懼症，其恐懼的程度大過於懼高、蜘蛛、黑暗，甚至死亡。如果事情真的如 Jerry Seinfeld 所觀察的那樣，那麼大部分的人在喪禮的場合中，恐怕是寧可自己躺在棺材裡，也不願站在台前進行追悼的演說。

Whether or not it is actually the most widespread phobia, there can be no doubt that public speaking is something many people would rather avoid. It does not come easily, and even for those who can feel (or who at least can appear to feel) comfortable in front of an audience, an effective presentation requires substantial preparation—and even then so much can go wrong. Notes get mixed up, PowerPoint glitches appear out of nowhere, and even when everything goes as it should, there are still nerves to deal with. Communicating complex information to an audience is a daunting task, so it pays to bear in mind some fundamentals; individual stylistic choices then can have a firm foundation.



無論公開談話是否真的是普遍的恐懼症，對某些人而言，這確是最好能迴避的東西。公開談話的確不是件容易的事，即使對於那些在聽眾面前很自在（或至少看起來是這樣）的人來說，要能有效的呈現也需要充分的準備——而且即使這樣還是有可能會出錯。比如說筆記弄亂、簡報出狀況，或甚至當所有需要的東西都到位時，還是有其他需要處理的問題。向聽眾傳達複雜的資訊是種很容易讓人氣餒的工作，因此有些基本原則必須記在心理；而個人的風格選擇可以是一個很穩固的基礎。

First, it can help to think of your presentation as a “nonfiction performance.” It is a performance, an event occurring in time and space, but rather than being a play or an opera or interpretive dance, it is nonfictional, based on your research. A presentation is something that you do, not just an inert mass of data, so you will need to turn your write-up into something you can comfortably speak, and that your audience can comfortably hear and follow.



首先，可以把報告當作是一種「非小說式的表演」。也就是一種表演，一件在時間及空間中進行的事；但也不像單純的歌劇或舞蹈，而是根本於你的研究。一份報告不光只有大量的數據，它是一件你做的東西，因此你必須要將你所寫好的內容轉化為能自在說出來的東西，這樣才能讓你的聽眾自然的聽進去。

Second, think about this audience. Who will be there? How much do they know about your subject? Will you need to define terms for them or explain basic concepts?



其次，想想你的聽眾是誰。是誰會來到這裡？而他們對你的主題有多少認識？你需要先為他們定義特定詞彙或解釋基本概念嗎？

Third, be very clear about exactly what you want to accomplish. Be realistic about how much material you will be able to make clear in the time allotted to you—and, of course, don't run over your allotted time! Apply the "I.B.I." test: Interesting. But Irrelevant. Any item of information you include must pass this test; you must be satisfied that it is not merely interesting but relevant. Your standard for determining relevance is the purpose you have set for yourself in giving the presentation.



最後，要對你想要達到的成果非常清楚。要知道你能在指定的時間之內處理完多少的資料，別超過指定的時間！小心過不了「I.B.I.」(有趣但沒用 Interesting. But Irrelevant)這關，若你要傳達的訊息可能不那麼有趣，但是十分適切，那你就該滿足了。你用來決定適切性的標準，也就是你想要在報告中達到的目標。

If you use notes or get your prompt from PowerPoint slides, try to talk from your notes, not to them. You need to know your material well enough to require only a prompt; speak to people as much as you possibly can, and pull the words up off the page.



如果你使用了筆記或利用簡報檔作為提示，試著以你的筆記為談話的出發點，而不是光看著筆記說話。你必須對自己的資料熟悉到只需要一點提示就能行雲流水，因此要盡可能的對著聽眾說話，讓書頁上的文字活起來。

If you use a visual aid, apply the I.B.I. test here as well. Every element of every visual must prove its relevance to the purpose of your talk. Keep the design of your visuals clear and easy to understand, and avoid the temptation to subject your audience to a dizzying succession of slides. Less often is more, particularly where visual aids are concerned. And in your performance, try not to get pulled into the projection: here again, talk to people. The only reason you would ever actually need to look at the projection is to point out some specific item of interest, to guide the audience's attention. Once you have pointed it out, however, you don't need to look at it any more.



如果你利用視覺的輔助工具，也要記得遵循「I.B.I.」的原則，各種視覺元素必須和你要表達的主旨有關。你的視覺輔助工具必須清楚且容易被理解，別反而把你的聽眾搞糊塗了。另外，在你的報告中，別被你的輔助工具拖著走。讓我再次強調，對著人講話是很重要的，當你需要指出某個特別的物件並引起聽眾注意時，才需要藉著注視去強調你的輔助工具。一旦你將它呈現出來之後，就不需要再把焦點放在它身上了。

These basics should give you a good start. Bear in mind that an effective performance is grounded in effective rehearsal. Try out your ideas, sort through them, keep the good ones and let the less good ones go. Effective presenting is directly tied to your investment of time and effort: the more you work at it, the better and more efficiently you will be able to allocate your preparation time. And eventually you will come to see that spiders are much more frightening than a live audience.



這些基本要領可以給你一個好的開始。記住，好的表演來自於有效的排練。先試驗看看各種作法，然後留下有用的。好的報告和你投入的時間及努力有關：越多的練習會有越好的成效，也越能使

自己掌握如何好好分配報告時間。最後，你將會發現蜘蛛比起一個活生生的聽眾還要可怕。

(3) Working with Your Voice

Tom Freeland, Ph.D.

(善用你的聲音 **Tom Freeland** 博士)

No matter how well-written your notes are, and no matter how clever and elaborate your Power-Point slides are, sooner or later you will have to speak. You have probably thought about your voice, most likely when you wanted it to be different than what you thought it sounded like. But what is the voice? What goes wrong with it? Why does my voice sound so — (choose one) weird/high/low/nasal/soft/loud? The voice is at once a very straightforward and a very complicated phenomenon.



Translation

無論你的小抄寫得有多好、簡報製作得多有精巧，你遲早還是得開口說話。也許你曾經思考過聲音的問題，不過通常想的是聲音如何能變得不同，而不是思考它聽起來如何。然而，什麼是說話的聲音？它能有什麼問題呢？為什麼我的聲音聽起來如此的——（選一個）怪異/高亢/低沉/充滿鼻音/柔和/大聲？在每個當下，說話的聲音都非常直接又複雜。

On the one hand, it is simply a faculty of the body, the vibration of the vocal folds caused by the passage of air through the larynx. These vibrations are then shaped by the tongue, teeth, and lips to form specific phonemes, which in turn combine to become words, out of which we assemble phrases and sentences, and off we go from there, communicating. But voice implies so much more: it has to do with one's presence and participation in social groupings. A voice is a vote; one speaks in the hope of being heard.



Translation

就某方面而言，聲音是身體的一種機能，它藉由空氣經過喉嚨時交疊振動而產生。接著這些震動被舌頭、牙齒，和嘴唇型塑成特定的音素，依次混合型成我們用來合成句子的單字，然後進行溝通。但聲音還包含了更多其他的因素：它和人所處的場合以及參與的社會群體有關。一個聲音代表一種立場，而說話的人通常會希望自己的聲音被聽見。

Voice also has a fraught relationship with one's sense of self. I often am struck by how we seem for the most part reconciled to our visual appearance—most of us can look in a mirror and recognize the person looking back, but when it comes to the voice, that is not the case. How often do we hear a recording of our voice and feel alienated, swearing that this strange person speaking couldn't possibly be us? There are physiological reasons for this — your voice really does sound different to you, with the sound transmitted directly to your ears inside you, through the solidity of your head. But the voice is also a body. You have things you wish to say; there are people you want to persuade, to move, to amuse. There are things you need to do with your voice, and too often it doesn't come out the way you hear it in your head. What goes wrong?



聲音也和人對自我的認知很有關係。我們在可見的外表下所隱藏的部份，時常讓我感到很驚訝——大部分人可以藉著鏡子對自己產生認知，但是當這樣的認知來自於聲音時，就沒那麼簡單了。我們時常在聽見自己的錄音時感到疏離，甚至發誓那個說話的陌生人絕對不可能是自己。對於這個現象，從生理上的因素看來，當聲音從耳朵的內部直接傳來時，自己聽見的和別人聽見的確實不一樣。但聲音也是一種形體。因為你有想說的話、想說服、打動或取悅的人，所以你的確需要對聲音做點什麼，但你的說出來的聲音往往和自己聽見的不同，究竟是哪裡出問題了呢？

We are all born with a rich and expressive vocal endowment, but when the mind bears down on the body with its list of demands, the body often balks, restricting our access to our full natural voice. There are, of course, vocal problems requiring long term therapy or medical intervention (serious stammers or vocal nodes, for example), but the following tips can be used as the basis for a simple regimen of vocal hygiene that can help with a wide range of typical vocal problems.



我們生來就有豐富的聲音，但是當心智上的要求超過了身體能做到的範圍，身體受到了挫折，往往會限制我們表現出最自然的聲音。此外，當然也有些需要長時間治療或以藥物介入的問題（例如嚴重的口吃或長瘤），但以下的技巧可以作為保養聲音狀態的基本方式，對多數典型的問題很有幫助。

First of all, RELAX! The most common difficulties people experience with their

voices are rooted in tension. If you are tense, your breath is not flowing freely; you are probably squeezing around your vocal apparatus to produce a particular effect (to be louder or to force your voice into a deeper range); your jaw and tongue get tight, interfering with the clarity of your articulation. So take a moment to observe yourself. Where do you feel tense? In the shoulders, abdomen, jaw, or elsewhere? Just let it go! It all begins with awareness: identify those trouble spots, and train yourself to let the tension flow away.



首先，放輕鬆！人們在控制聲音時最常見的困難來自緊張。當你緊張的時候就無法讓呼吸順暢，而這時候就很可能擠壓到發聲構造，會造成很特殊的影響；此時下顎和舌頭會變得很緊繃，始發音不清楚。所以花點時間觀察自己在緊張時哪個部位會變得緊繃，是肩膀、腹部、下顎，還是其他地方？克服它吧！注意到問題是解決的第一部：找出有狀況的地方，接著訓練自己克服緊張的感覺。

Then, BREATHE! It stands to reason that you will need to be breathing in order for your voice to function. Most people do not breathe often or deeply enough in public speaking. Make sure that you do not try to speak for too long on one breath. Each new idea or major component of a more complex idea should get a new breath. You may even choose to make notations in your text to mark places to breathe. Also, a nice slow, deep inhalation is the best way to deal with stage fright. Practice inhaling on a count of four or five. This will slow down your pulse rate and help your mind to clear, restoring a stronger sense of control.



接下來是調整呼吸！這當然是因為你需要順暢的呼吸才能使聲音能發揮作用。大多數的人在公開發言時並沒有適當的呼吸及換氣。因此，你必須確定自己並沒有一口氣講太多話，甚至可以在文本上標示出要換氣的地方。另外，緩慢且深沉的吸一口氣也是在面對舞台恐懼時一個很好的方法。練習吸氣四到五秒鐘，將會降低脈搏，恢復你對思緒掌控感。

Next, RELEASE your voice. Let it be something you allow to happen, as opposed to something you have to make happen. Drop your breath deeply into your abdomen, and let your diaphragm support your voice. Every baby knows

how to do this— you'll notice that babies can project their voices just beautifully without going hoarse!



接著，讓你的聲音自在的放開來，當作是你任由它自己出現，而不是你去使他出現。首先深吸一口氣直達腹部，接著讓你的橫隔膜去支撐你的聲音。這是每個嬰兒都會做的事——你可以注意到嬰兒能夠發出優美的聲音而不帶一絲沙啞。

Then, **MAGNIFY** your **ARTICULATION**. In addition to improving clarity, magnifying articulation also serves to slow a speaker down. Most people speak too quickly in formal situations, and this will help tremendously in improving projection. Combined with better breath support, improved articulation will go a long way toward fixing most people's projection problems. Finally, remember to **GESTURE**, fully and fluidly. Gesturing correlates with vocal variety. If you have a tendency to fall into a monotone, try gesturing more. Gesturing should not be forced or artificial, of course; the idea is make sure that you are not suppressing any natural impulse to gesture. Make sure that gestures are appropriately scaled for you and for the type of speech and the space in which it will be given.



之後，將發音誇張化。除了加強聲音的清晰度之外，誇張的發音也能使講者放慢速度。大多數的人在正式的場合講話都太快了，而誇張的發音將會讓這樣的情況有大幅改善。最後，記得流暢的使用手勢。手勢和聲音的變化有關，如果你傾向使用單一的音調，那麼試著多加一點手勢。手勢當然不能刻意製造，但適度的表現手勢，可以確保你沒有壓抑身體自然的動力。另外，還要確定自己的手勢在當時所處的談話的場合是合適的。

(4)Telling the Tale of Your Research

Marianne Neuwirth, Ph.D.

(說個與你的研究相關的故事 **Marianne Neuwirth**博士)

There are many elements and components to keep in mind as you prepare and deliver a public presentation of your research. Often our topics are so specialized that even an informed audience would have a hard time following our presentation if we confined ourselves to disciplinary language and narrative.

How can we effectively connect with our audience, and turn our research writing into an oral presentation that involves our listeners? How do we organize our presentation in a meaningful and interesting way if we have a lot of data?



在準備或進行研究的公開發表時，有一些要點必須記在心裡。通常這樣的主題都十分專業化，因此，若我們將自己限制在制式的語言或敘述中時，即便是有先備知識的聽眾，恐怕都很難進入狀況。那麼，如何才能有效的和聽眾產生聯繫，並將我們的研究文章轉化為口頭報告，並且納入聽眾？又該如何用有趣的方式組織報告又不失原義呢？

One way to look at oral research presentations is through the lens of storytelling, one of the oldest, most pervasive, and well-known forms of communal discourse. Stories build rapport, entertain, teach, persuade, and guide our behavior and interactions. Storytellers consciously consider their audience, as telling a tale is inherently a relational act. Stories encompass language and imagery that are immediately grasped by audience members and provide a familiar means by which relevant information is conveyed. Thus stories can serve as a critical connector between you and your audience.



有種口頭研究報告的方式是以一個眾所皆知的故事作為媒介。故事能帶給聽眾熟悉感，且具有娛樂、訓誡、說服的功能，並引導我們的行為與互動。說故事的人要時時關注聽眾的反應，因為故事本來具有一種互動關係。故事包含著語言與想像，而對聽眾而言熟悉的東西可以馬上掌握住、並連結到原先所要傳達的訊息。這麼一來，故事便成為你和聽眾之間一個很重要的聯繫。

Lest the reader think I am advocating that you start your talk with: "Once upon a time there was a lonely nanotechnology device on a journey..." let me clarify that this process is intended to be a way to conceptualize how the various elements of your research can be conveyed meaningfully to your audience; it can loosen your thinking and enable you to visualize new and interesting ways to describe what you study, and why it matters. Your focus as a speaker, ideally, is to convey a coherent narrative that captures your audience's attention, and this template is one way to do that.



為了避免讀者以為我是在倡導你用「很久很久以前，有個奈米儀器在一個寂寞的旅途中……」這樣的方式作為開頭，讓我澄清一下，說故事的過程是為了將你研究中的各種元素概念化，並且能夠有意義的傳達給聽眾。這個方式能夠鬆開你既有的思考模式，使你能夠想到其他有趣的方式去描述你的研究及其重要性。作為一個講者，你的敘述方式在理想上必須要能夠抓住聽眾的注意力，而說故事就是一種方式。

Were there moments of struggle or difficulty that you worked through in your research process? Is your original motivation for doing this research still what drives you, or has it changed? Were there clues that surprised you and helped you unfold the “mystery” of your research question? (Notice that the root of the word “question” is “quest” — how is your research like a “quest”?) What do you hope to discover, or what have you discovered that is of significance? What is the “so what?” aspect of your research? What was the “ahhah!” moment or turning point for you as a researcher? These are the instances that most often captivate listeners and sustain their attention. It is important to let your listeners know why your research matters to you, and how your discoveries and research are meaningful to their lives, even if the connection is only indirect.



在你的研究過程中是否曾遭遇什麼困難呢？驅使你做這個研究的仍是你原始的動機嗎？還是改變了？是否有什麼線索讓你感到吃驚？並且幫助你解開了研究問題中的秘密？（注意，「問題」這個字的根源是「探索」——如何讓你的研究成為「探索」？）你希望能發現什麼？或者你已經發現了什麼重要的東西？「然後」呢？作為一個研究者，什麼是讓你驚嘆的時刻或轉捩點？以上的例子都可以抓住聽眾的耳朵並讓他們保持注意力。就算中間的關聯是間接的，但讓你的聽眾了解你的研究對你、以及對他們的意義為何都是很重要的。

There are two aspects of storytelling: the first is the construction of the narrative itself, and the second is the telling of the narrative. The construction of the tale of your research may not shift notably from the standard research question or hypothesis to methods, results, discussion, and conclusion, but the critical moments or turning points in your research can be

highlighted in a way that builds curiosity and interest in your listeners and keeps your talk moving forward. You could describe a compelling example or a surprising find which motivated further investigation and yielded unique results, or an anomaly that required perseverance to comprehend. Accentuating aspects of your discoveries that are specifically relevant and revealing helps the audience stay engaged.



說故事有兩個面向：第一個是結構與敘述本身，第二個是敘述的有效性。關於研究的故事結構也許不需要特別從研究問題和假說開始，講到方法、結果、討論，與結論，但是研究過程中的關鍵的時刻以及轉捩點可以特別強調出來，藉著讓聽眾產生好奇與興趣，使你的報告向前推進。你可以舉一個令人信服的例子，或一項讓研究有更多進展、並產生獨特結果的驚人發現，或者是需要經過努力不懈的過程才能理解的反常現象。強調在你的發現中獨具意義及特有啟發性的部份，能夠讓聽眾保持專注力。

By structuring your talk in a way that capitalizes on listeners' responsiveness to suspense and their curiosity and desire to know more, you can draw your audience in while still maintaining your sense of competence and credibility. A student from Structural Engineering may start her talk by asking, "There are three buildings on campus that are most vulnerable to severe damage during the next earthquake — do you know if we are in one of them? I will let you know as my talk proceeds." Striking fear in the heart of your listeners is not the goal, but rather, to create a sustained interest in your presentation.



利用能使聽眾感興趣的方式來組織你的報告，不僅能吸引你的聽眾，同時也可以保持自己能有效勝任講者的感覺。一個建築工程學的學生的報告可能會這樣開始：「在學校內有三棟脆弱的建築物，它們很難承受下次地震時將帶來的損壞——你們知道我們現在就在其中一棟裡面嗎？在我的報告中，我將會讓你們明白這件事。」引起聽眾的恐懼並不是主要的目的，而是要維持報告的趣味性。

Once you have laid out a clear and compelling narrative, you must breathe life into it with your oral and physical delivery. The allure of a spoken story is the expressiveness of the narrator. Your clarity, verbal pacing, emphasis, pausing,

and visual mannerisms create an atmosphere that invites audience engagement. Keeping a dynamic pace and animating details through gestures, facial expressions, and tone all contribute to creating connections with your listeners. Energy and enthusiasm suggest you are interested in what you are studying and help the audience stay engrossed and attentive. By carefully constructing and creatively telling the tale of your research, you may inspire your audience members to declare later, "I heard the best story today...."



一旦你想好一個引人注意的故事，還必須要藉著你的口語與肢體來注入生命力。一個具引誘性的故事需還要善於表演的敘述者。清晰的思路、詞彙的使用、強調與停頓的語氣，以及視覺上的風格，都會營造出吸引聽眾的氛圍。保持有活力的速度，並藉著手勢及表情讓細節都生動起來，使用各種音調來和聽眾建立關係。活力和熱情可以顯示出你對自己的研究非常投入，也能使聽眾全神貫注。藉著細心的創造出與研究相關的故事，你的聽眾在受到啟發之後也許會說：「我今天聽到了一個最棒的故事.....」。

(4) Handouts for Your Classroom

Top Ten Ways to Conquer Your Fear of Public Speaking

Jennifer Hennings and Lindsay Schauer

(十種用來克服害怕公開談話的方法)

A. Figure out what scares you.

Investigate your fears by making a list of the specific things that make you feel anxious or afraid. Then make a list of ways you can cope with or address these fears.



1. 想想是什麼讓你害怕

利用列表的方式來追查是什麼讓你害怕。列出會讓你感到焦慮或恐懼的事情，接著列出克服這些恐懼的方法。)

B. Breathe deeply.

Practice breathing deeply and slowly. Think yoga style: breathe deeply while you're practicing, before you go on stage, and during your speech. You can also

try the “calming sigh” exercise: inhale deeply, then let out a vocalized sigh as you exhale.



(2.深呼吸)

練習慢慢的的深呼吸。想想練瑜珈的方式：當你正在練習時、準備上台之前，及演說途中都要試著深呼吸。你也可以試試「鎮定的呼氣」，練習深吸一口氣，接著在呼氣時讓嗓音一起出來。

C. Warm up your body before speaking.

Exercise reduces tension and helps you concentrate. Getting a little bit of physical activity before your speech will calm you and help you get rid of excess nervous energy. Try taking a walk outside, doing arm circles or stretching gently.



(3.在開口前先暖身)

運動有助於減緩緊張，也能使你專注。因此，在演說開始前先做點小運動將有助於保持鎮定，並甩掉用來緊張的力氣。那麼就試著到外面走走、轉轉手臂或做些輕微的伸展吧。)

D. Practice.

Formal practice before a speaking event will help you feel more confident about what you're going to say and how you'll say it. But informal practice in social situations (talking in class, speaking to people you don't know at a party, etc.) will also help you conquer some of your speaking anxiety and fears.



(4.練習)

在演說前來個正式的練習，將有助於增加信心。另外，較不正式的練習（在課堂上說話、在派對上和你不認識的人說話……等等）一樣也可以幫助你克服焦慮和恐懼。)

E. Visualize success.

Picture yourself succeeding and having fun. Close your eyes and do a mental

rehearsal of your speech once or twice before you deliver it.



5.想像成功的演講

想像你成功完成演講的樣子。先閉上眼睛，在正式的演講前，先在心裡把排演個一兩次。）

F. Get enough sleep and have a good breakfast.

It's important to take good care of yourself and follow your morning rituals before a speaking event. Don't drink coffee if you're not a coffee drinker (or if you're a regular coffee drinker, make sure to get that daily cup the day of your big speech). Being rested will also help you feel less anxious.



(6.睡飽並吃一頓好的早餐

在演講前，好好照顧自己以及遵循早上的例行公事是很重要的。如果你不習慣喝咖啡的話就別喝（若你習慣喝咖啡，那麼在演講前先確認自己確實喝了）。保持精力充沛能夠減輕焦慮。）

G. Visit the space ahead of time.

Get as many details as you can about the room, the audience, the equipment, your time constraints, etc. Do you need a watch, or is there a big clock at the back of the room? Will you have a podium? Where will the audience be around you? Is someone going to introduce you, or will you need to introduce yourself? If you're speaking on a panel, find out about the set-up.



(7.在演講前先看看場地

盡可能的得到越多關於演講場地的細節資訊，包括聽眾、設備以及時間限制.....等等。搞清楚你需要戴錶嗎？還是在牆上就有時鐘了？在演講開始前是否有人會掀出來介紹你？還是需要自我介紹？如果你的聽眾是個專題討論的小組，那麼你就必須先搞清楚成員。）

H. Play the Worst Case Scenario game.

What's the worst thing that could happen? What will you do if that does happen? Often, even the worst possible situation isn't as bad as you think.



(8.先想好最糟糕的情況

先想好在最壞的情況下會發生什麼事？如果真的發生了你該怎麼辦？通常最壞的情況可能都不如你預期的糟糕。)

I. Take the pressure off yourself.

Very rarely does anyone give a completely perfect speech. Your audience will understand if you make mistakes. Think of every speech you give, and the mistakes you make, as stepping stones toward becoming a more effective speaker.



9.不要給自己壓力太大

絕對完美的演說是很少見的，如果你犯了錯，聽眾是可以理解的。想想你曾做過的每個演講，以及曾犯過的錯誤，讓它們成為你的墊腳石。

J. Visit an Oral Communication Tutor (OCT)!

Our OCTs hold office hours seven days a week and are available to tutor all undergraduate and graduate students at Stanford. Tutors can videotape you, offer feedback and advice, and can meet with you consecutively as you work to brainstorm, organize and practice a speech. And it's free! Visit **<http://speakinghelp.stanford.edu>** to schedule an appointment.



10.拜訪口語溝通教師)！

一個星期有七天的時間，我們的口語溝通老師都開放指導史丹佛的大學生及研究生。老師們會提供回饋及建議，也可以在你開始準備演講時和你持續的討論，此外，這是免費的！請上

<http://speakinghelp.stanford.edu> 去預約時間。

Handouts for Your Classroom

Powerful Pointers: Using PowerPoint to Your Advantage

Jennifer Hennings and Lindsay Schauer



有力的幫手：利用簡報來增加你的優勢

A great PowerPoint presentation can indeed brighten up a speech and shed light on concepts a speaker wishes the audience to grasp. But, if done poorly, PowerPoint can bring down an entire oral presentation, befuddling listeners and distracting from a speaker's own voice and message. So, before assembling a list of slides to display alongside your speech, think twice about how you'd like PowerPoint to play a role in your presentation. Here are a few tips to keep in mind when inviting PowerPoint to share the stage with you.



一份好的簡報能夠讓演講增色不少，也能讓講者希望聽眾抓住的概念更加明顯。但如果簡報沒有做好，也能造成反效果，讓聽眾抓不到講者要表達的重點。所以在整理演講的重點清單前，要仔細想想你希望簡報在報告中扮演什麼樣的角色。在使用簡報前，先把以下的幾個建議放在心上。

● Put the VISUAL back into visual aid.

As ubiquitous as PowerPoint has become, not all presentations need PowerPoint. Instead of turning to PowerPoint as a default, consider first the central idea, main points and key examples of your presentation. Where might your listeners benefit from a visual explanation of your material? (In some cases, the answer may be: "I'm just fine without a Power-Point presentation, and I have better visual ways to get my point across.") DO use PowerPoint to illustrate key concepts with images, graphs, charts or videos. But AVOID text-heavy slides that replicate the content of your speech. You, not your slides, should be the focal point of your presentation.



- 讓可見的背景成為視覺的輔助

當簡報已經普遍存在時，不是所有的報告都需要簡報。然而，與其讓簡報缺席，不如先想想你想

呈現的中心概念及要點，哪些地方使用視覺來解釋會讓聽眾更容易了解？用簡報中的圖像來呈現主要概念，但要避免頁面呈現大量、且和演講重複的文本。畢竟在報告中的主角是你，而不是你的簡報。

● **Eschew obfuscation. (Translation: Be clear and simple.)**

Use large (size 24+) sans serif fonts like Ariel or Helvetica and choose a color scheme with sufficient contrast (black font on white, yellow font on navy blue). Avoid flying fonts, sound effects and other distractions. When you present data, include only the figures or studies that you will discuss. Extraneous information can confuse or distract your listeners.



- 簡單明瞭

使用 24 號以上大小的字以及 Ariel 或 Helvetica 這樣的字體，並文字和背景要使用清楚的對比色（白底黑字，或以海軍藍為底，配上黃色的字）。避免使用會移動的字，會使聽眾的注意力分散。另外，當你在呈現數據時，只呈現你要討論的部份，太多的資訊會擾亂聽眾。

● **One slide, one idea.**

PowerPoint slides are cheap. Instead of cramming multiple graphs, charts or ideas onto one slide, give each concept its own real estate. Not only will this enable you to enlarge your fonts and images, it will also help you avoid overwhelming your audience.



- 一個頁面只呈現一個重點

簡報的頁面是很便宜的，與其一個頁面中同時呈現很多的重點，不如讓每個概念都有自己的地盤。這不只能夠讓你把文字及影像放大些，也能避免聽眾無法負荷。

● **Know your transitions.**

How do your slides relate to one another? Why are you presenting them in this order? Understand the order of your slides, and use verbal transitions between

slides to highlight the overall reasoning and structure of your presentation. Try using transitional phrases containing internal previews and summaries. (“Now that we’ve looked at the history of home-schooling, I’d like to look at two key case studies.”)



- 了解簡報的轉換點

每個頁面如何互相連結？為何用這樣的規則呈現？你必須了解簡報的規則，並且在報告的過程中清楚說明整個簡報的組織。試著利用過渡性的語言，能一方面預告下一個頁面的內容，另一方面也目前的頁面做個總結。「我們已經了解了在家教育的歷史，接下來我將呈現兩個重要的案例研究。」

● **Speak to your audience, not to your PowerPoint.**

Your effectiveness as a speaker depends on your connection with the audience. Resist the temptation to break this connection by turning to read from your PowerPoint slides! Instead, face the audience and make eye contact with as many people as you can. You might gesture briefly to your slides when you need to draw the audience’s attention to a certain feature, but in general it’s important to maintain a physical orientation toward your audience. If you’re concerned about losing your place, try speaking with a brief set of notes in front of you.



- 對著聽眾說話，而不是簡報

作為一個有力的講者，靠的是你和聽眾之間的關連繫。所以要避免因為轉頭閱讀簡報而中斷了你與聽眾的聯繫；反之，要面向聽眾，並且僅可能的和越多人保持眼神接觸。你可能會為了讓聽眾注意某個東西而對簡報使用手勢，但保持身體的方向傾向於聽眾是很重要的。如果擔心會搞砸，那就試著使用放在你前方的小抄。

● **Can you PD the TLAs in your AOP?**

It’s important to define key terms throughout your presentation, especially when using acronyms or technical jargon specific to your discipline. If your

language is particularly complex or unfamiliar to your audience, consider including brief definitions of key terms in your slides.



- 你能清楚的定義縮寫字嗎？

在報告的過程中把關鍵詞彙定義清楚是很重要的，特別是當你使用了首字母縮略字或行話時。如果你所使用的語言特別複雜或對聽眾而言很不熟悉，那就要考慮在簡報的頁面中加入關鍵詞的簡短定義。

● Carry a second parachute.

Projector bulbs burn out. Computers crash. Cable adapters disappear. Have a back-up plan (overhead slides or handouts) in case your PowerPoint takes an unexpected vacation.



- 準備好第二個方案

投影機的燈泡可能會燒壞、電腦可能會故障，或者轉接的電線可能會找不到。所以要當你的簡報發生無法預期的狀況時，要準備好替代方案。

● Get a second opinion.

Oral Communication Tutors (OCTs) can give you feedback on using PowerPoint effectively. Visit <http://speakinghelp.stanford.edu> to make an appointment.



- 尋求其他意見

口語溝通教師可以針對簡報的使用方面給你一些回饋，請上 <http://speakinghelp.stanford.edu> 去預約時間。