

图书基本信息

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## 内容概要

《希望之星培训教程（高中大学版）》为《“希望之星”英语风采大赛培训教程》分册。

《“希望之星”英语风采大赛培训教程》是中央电视台和外语教学与研究出版社合作开发的第一套专门针对“希望之星”英语风采大赛的培训教程，由外研社独家出版！

本系列丛书分为两本：小学初中版和高中大学版，其特色为：  
大赛环节，逐个击破 题型多变，丰富教学；  
视频荟萃，精彩纷呈；  
现场点评，指点迷津；  
实战模拟，保驾护航；  
思维拓展，灵活应用。

## 作者简介

滕继萌，北京外国语大学美国研究中心滕继萌副教授，硕士生导师、长期担任央视九套Dialogue及中国国际广播电台客座嘉宾，国内各大英语赛事评委，外国首脑政要来华首席高级翻译，曾任基辛格、布莱尔、布什来华随身翻译。

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章节摘录

An introduction      Much of what you read in this chapter , and others to follow , will be contrary to what you have been taught about public speaking. Good——because , the title of this chapter notwithstanding , there is very little "science" in the art of persuasion. But there is a whole lot of "art" , which indicates creativity , and creativity has no bounds , only some guidelines of what has worked well before and might work well again if creativity——originality , if you will——is what you seek. And that should be exactly what you seek if you want to win speech contests.      Almost all forms of speech are persuasion. When you speak , almost always you want someone to do something , think something , believe something , like or dislike something. You are expressing a wish , a desire , a warning , a belief , a fear , or simply the need to explain something you have seen , felt , heard or thought to someone else; and you want people to believe you. It might be you wanting your parents to buy you a video game; it might be you wanting your friends to believe that you really did see a blue cat with six legs; it might be you wanting a whole nation to believe your course of action is the right one.      More directly to the point , it might be you wanting a panel of judges to believe your speech is persuasive enough to give you a mark of 9.3 rather than an 8.3. And that is not easily done——unless you believe in what you are saying. And even then it is not easily done; but , it is the starting point and ending point , if persuasion is your goal. And it must be. In the speech-making business , as in all highly competitive endeavors , there is but one dictum , and I coined it a long time ago , it is : Be good or be gone.

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