

如何传递 概念

书本介绍：

A Great Guide by Richard Borden in 1935

- 适合任何写作与演说

Based on the reprint of the same title
(Fairfield, NJ: The Economics Press, 1935)

多数讲员很没劲...



**如何使人们
聆听我们呢？**



真实

有趣味性

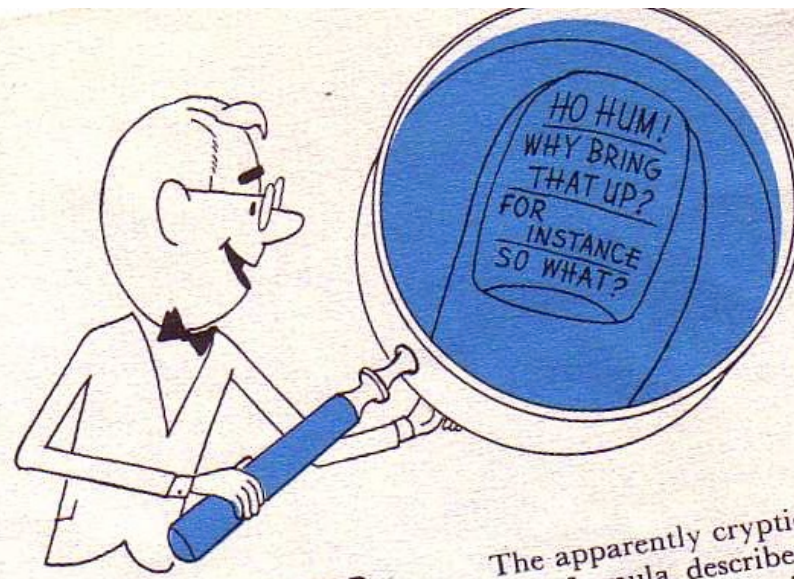
讲道的四个目标...

清晰

相关性

Borden 的大意

演说的基本法则
则可以归纳为
十字真言：
给每项演说
目的与格式



LISTENERS' LAWS FOR SPEECH ORGANIZATION

THE fundamental law of speech organization can be stated in eight words:

Give every speech you make purpose—and form!
Listeners like vertebrate speeches—speeches with a *spine*.
They dislike speech jellyfish.
They dislike flabby, shapeless speeches that begin nowhere, ramble on in all directions—and end up in the air.

THE FORMAL PLATFORM SPEECH

THE organization formula of the formal platform speech is not complex. It is simple.

It is so simple that you can write it on your thumb nail:

1. Ho hum!
2. Why bring that up?
3. For instance!

The apparently cryptic phrases in this formula describe the four stages of audience reaction which you, as a platform speaker, must meet.

They are the clues to the four-step organization of your speech.

First Step: Ho hum!

IN THE FIRST SECTION OF YOUR FORMAL PLATFORM SPEECH—START A FIRE!

Your speech is not well organized unless you kindle a quick flame of spontaneous interest in your first sentence.

Smokers do not like matches that fail to light with the first scratch. Listeners do not like speakers who fail to “light” with the first sentence.

When you rise to make a speech, do not picture your audience as waiting with eager eyes and bated breath to catch your message. Picture it, instead, as definitely

正规演说的组织

	听众的反应	演说者的解决方案	讲道的平行
1	浩哼!	点一把火	捕捉兴趣
2	为何要带出来?	建一道桥	唤起需要
3	比如!	落实个案	提出例证
4	那又怎样?	要求行动	建议应用

真实:
内容
法则

有趣味性:
浩哼!

打个比方!

Borden的步骤:
演说要回答的问题...

清晰:
措辞 法则

相关性
为什么提出来?
那又如何?

你应该说些什么？

(内容)



听众的法则 - 内容

听众会喜欢的演说内容
“比如”...

- A. 以故事形式
- B. 与名人有关
- C. 给历史的一页赋予生命
- D. 以充满色彩的类比为基础
- E. 戏剧化重要的统计数据
- F. 与投影契合

你怎样述说讲文呢？

(传递)

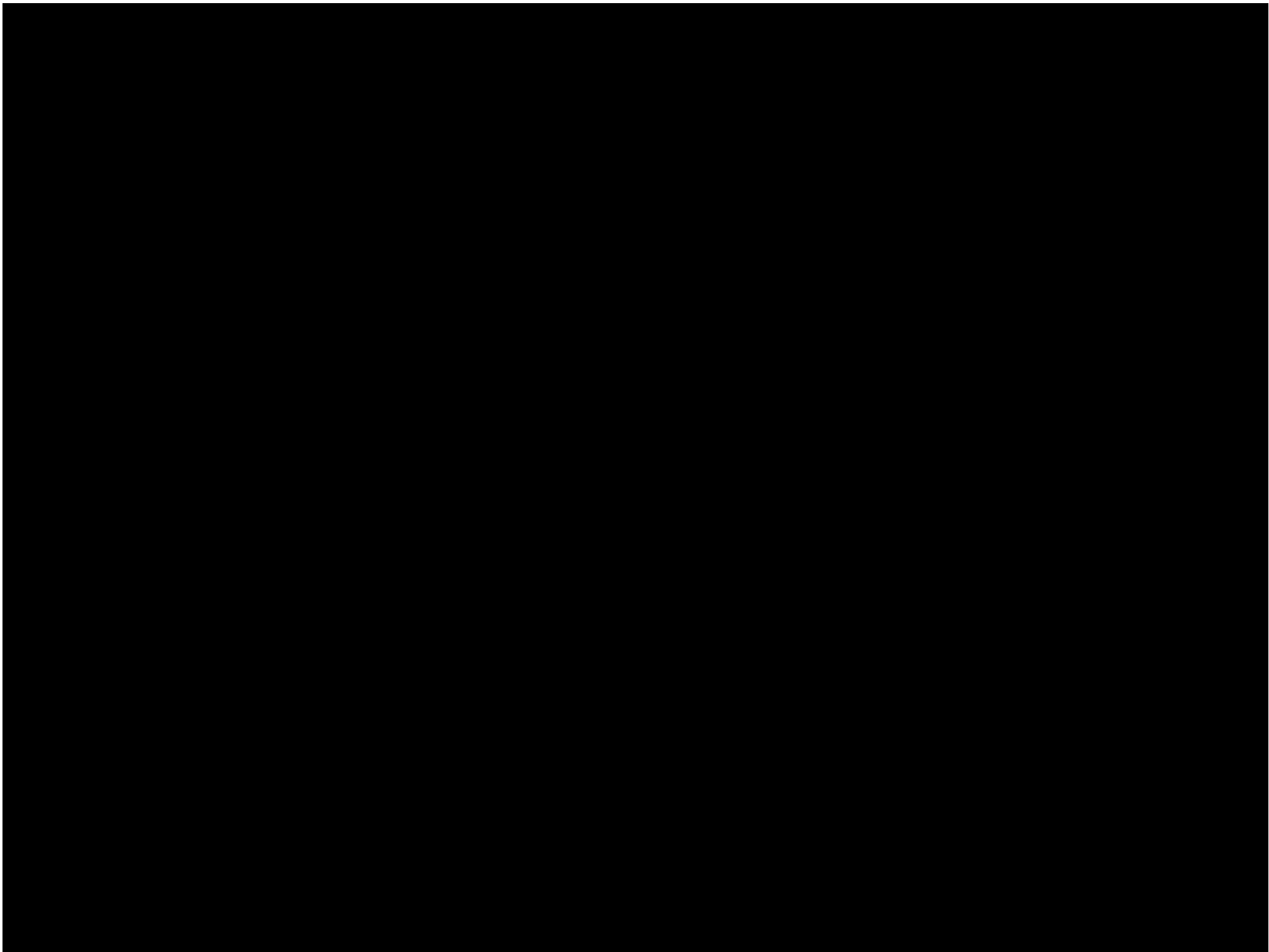


听众的法则 - 措辞

你演说的用字应该是...

- A. 没有上蜡 (避免不必要的用字)
- B. 绝对正确的文法 (用短句和好的文法)
- C. 口语化
- D. 具体
- E. 生动
- F. 清晰





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