



# 1

## Chapter

# Speaking Academically

### Warm-up Questions:

1. Have you had any experience of classroom presentation in English?
2. If you want to go to international academic conferences, how will you get access to the conference notices?
3. What is a seminar? Have you attended any seminars?



With the remarkable economic development of China, Chinese students have increasing access to international communication and cooperation, either by studying abroad, or by participating in some short-term international programs, like international academic conferences or exchange study. Are you ready to speak English in different academic situations?

## Section 1 Academic Situations

### 1.1 Look at the academic situations below. Then fulfill the tasks.

- Giving a formal presentation in class;
- Discussing and giving your opinion in a seminar on preassigned reading materials;
- Discussing with your tutor in one-to-one tutorial (e.g. about your preliminary report or paper writing plan);
- Presenting yourself and answering questions during your thesis defense.

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1. Discuss with your partner to extend the list.
2. If you have had any academic experience, describe it in detail. Your description should include the following aspect:
  - Where you had the experience;
  - Who the participants were and how many of them;
  - How much time was assigned to each participant;
  - What was the purpose;
  - How you performed in that situation.

**1.2 Look at the two pictures below. Then fulfill the tasks.**



1. Discuss with your partner about the differences between a lecture and a seminar.
2. Tell your opinion to the other students in class.
3. Try to argue with your partner which has more advantages, a lecture or a seminar. You have to take an opposite stance.
4. After the argument, make a summary of the advantages and disadvantages respectively in the chart below.

	Advantages	Disadvantages
Lecture		
Seminar		



**1.3 Read the following paragraph. Work with your partner to identify the differences between a tutorial and a seminar. Remember to use your own words.**

A tutorial is usually for a small number of students, say, between two and five, whereas a seminar is attended by a larger group, say, between ten and fifteen. In a tutorial, a tutor adopts the role of the expert and asks and answers questions related to his most recent lectures. Often a student has to submit an essay or a report which is discussed by the tutor and then by other members of the tutorial group. In short, the tutor takes the lead; he in fact “tutored”. The purpose of the seminar, however, is to provide an opportunity to discuss a previously arranged topic. More than one member of the staff might be present and one of them would probably act as chairman. Often one student gives a short talk served as an introduction to the discussion. The other students may have been asked to read a number of chapters of a book, related to the talk, so as to be well-prepared to participate in the discussion.



## Section 2

## International Academic Programs

**2.1 Read the following notice from a foreign university website. Then answer the questions below.**

**If you:**

- Are currently attending one university and want to take York University courses with a letter of permission;
- Already hold an undergraduate degree from an accredited university or university-level institution;
- Do not hold an undergraduate degree from any university but want to enrol in York courses to fulfill the academic upgrading or professional development requirements of a professional designation;
- Have a doctoral degree or equivalent professional training or experience at the time of application;
- Have sufficient proficiency in the English language to carry out the project required.

1. What are these qualifications for?

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2. Have you applied for any international academic programs? If yes, what qualifications are required? If not, do you have some plans in the future?

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**2.2 Below is a notice from the website of MIT on applying for postdoctoral fellowship. Read the notice and discuss with your partner about the contents required in different letters.**

**How to Apply as a Postdoc**

Please send the following information:

- A letter describing the kind of work you would like to do at MIT and the particular research group or faculty member whose research interests coincide with your own. Also include the dates you would like to visit.
- A curriculum vitae.
- Three letters of recommendation.
- At least one publication or writing sample.

**2.3 If your application is accepted, the department will contact you with further details and paperwork about your visit. Discuss the following questions with your partner and simulate a conversation between the department and the applicant according to your answers to these questions.**

1. What does the department want to know about you?
2. Do you have some questions for the department?



## 2.4 Read the following notice of a workshop and talk about the information you learn from it to your partner. Then fill in the form.

### Ph.D. Placements and Supervisor Mobility Grants U.K. and China

#### About This Opportunity

The U.K.-China Joint Research and Innovation Partnership Fund (known in the U.K. as the Newton Fund) Ph.D. placement programme is delivered by the British Council in China and the China Scholarship Council on behalf of the U.K.'s Department for Business, Innovation, and Skills and China's Ministry of Education respectively.

This programme is a sponsorship opportunity for the U.K. and Chinese Ph.D. students and their supervisors to spend a period of study of three to twelve months (for Ph.D. students) and up to three months (for supervisors) at higher education institutions in China or the U.K. The focus is on research areas that reflect the common interests and demands of both countries, including:

- Health and life sciences;
- Food and water security;
- Environmental technologies;
- Energy;
- Urbanisation;
- Education and creative economy for economic development and social welfare.

Please note, applicants must find a host institution in their target country and placements must start between January and December 2017.

#### Eligibility

This opportunity is open to the U.K. and Chinese nationals who are currently enrolled, as Ph.D. students, at accredited higher education institutions or research institutions in the U.K. or China respectively. The U.K. students studying for their Ph.D.s at institutions in China and Chinese students studying for their Ph.D.s at institutions in the U.K. are not eligible.

The U.K. Ph.D. applicants should be from the U.K. institutions with strong research record in the six areas of focus mentioned above. The U.K. applicants should be the U.K. passport holders. Candidates of other nationalities must hold passports from countries that have diplomatic relations with China.

Host universities in China must be eligible to admit international students.

#### Deadline

The application process closes at 12:00 p.m. GMT on 20 September 2016.

Please visit the official programme page (<http://www.britishcouncil.cn/en/programmes/education/higher/opportunities/phd>) for more information about how to apply and documents to download.

Programme	
Sponsor	
Duration	
Qualifications	
Themes	

**2.5** Read the following questions and try to remember them. Then find the answers to them while watching the video about Asian leadership by Nicholas Tse.



1. Who is MC?

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2. What is the theme of the conference?

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3. Why is Nicholas Tse invited to talk to the students?

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4. How many sessions are there in this conference?

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5. Who presides the question and answer session?

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## Extensive Reading

Visiting researcher scholars are individuals who possess a Ph.D. or its equivalent, and whose primary purpose for residence on the Berkeley campus is to conduct independent research. The length of stay for a visiting researcher scholar is at least one month and appointments are granted one year at a time, with a maximum cumulative appointment time of two years. Visiting researcher scholar positions are not compensated. However, units may provide a stipend of up to \$10,000 per year. Such stipends can be used to cover things such as living expenses, travel costs, and incidental research expenses, but not as a form of salary compensation.

Visiting student researchers are applicants who are currently enrolled in a degree program and are working to obtain a degree. Generally, visiting student researchers must hold a minimum of a Bachelor's degree or its equivalent. Visiting student researcher positions are not compensated. However, units may provide a stipend of up to \$10,000 per year. Such stipends can be used to cover things such as living expenses, travel costs, and incidental research expenses, but not as a form of salary compensation.

(Adapted from <https://vspa.berkeley.edu/visiting-researcher-scholar>)





# 2

## Chapter

# Attracting Your Audience

### Warm-up Questions:

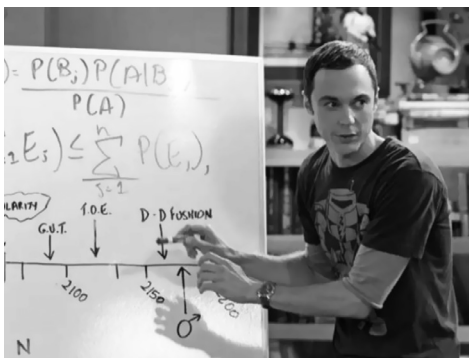
1. In what situations will we give an oral presentation?
2. Have you delivered any presentations? What is your topic? Who is the audience?
3. If not, have you listened to other people's presentations? What do they talk about?
4. What are the differences between reading a paper and listening to an oral presentation?



It is necessary to deliver an oral presentation in many academic situations. How can we attract the audience at the beginning and impress them at the end? Some useful strategies like using interesting stories, provocative questions, and startling facts will make a desirable effect.

## Section 1 Beginning a Speech

**1.1** Look at the two pictures below and try to distinguish a presentation from a conversation with the keywords in the box.



intimate	friendly	formal	close
instant	far away	indifferent	casual

- The relationship between the two guys in the conversation is \_\_\_\_\_ while that between Sheldon and the audience is \_\_\_\_\_.
- The two guys in the conversation are \_\_\_\_\_ in terms of the distance. In contrast, Sheldon and his audience are \_\_\_\_\_ from each other.

**1.2** Describe the differences in the two pictures in terms of “reaction”, “atmosphere” and “use of words”. You can imitate the expressions above.

- \_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_

**1.3 Watch the beginning part of the TED Talk *The Secrets of Spider Venom*. Then answer the following questions.**



1. How does the speaker attract listeners' attention? Is he successful?

\_\_\_\_\_  
\_\_\_\_\_

2. What do most people think of spiders?

\_\_\_\_\_  
\_\_\_\_\_

3. What is the speaker's view of spiders?

\_\_\_\_\_  
\_\_\_\_\_

4. Think about what effect is produced when listeners know the speaker has a different idea from most people.

\_\_\_\_\_  
\_\_\_\_\_

**1.4 Discuss the question with your partner: What strategies can be used to effectively grab listeners' attention when you are giving a speech?**

**1.5 If you have no good idea, read the following examples. Then work with your partner to identify what strategies are used to lead the audience into the presentation in each example.**

- **Example 1:** Good morning, ladies and gentlemen. I'd like to start my presentation with a question: What can ruin our life? (Encourage the audience to give answers: failure in career, family tragedy, loss of belief, fatal disease, etc.) But people say that



if you want to ruin a child's life, just give him or her a smartphone. Many children, especially those left behind in the countryside, are addicted to games on smartphones. Today I'd like to report our survey into the effect of smartphones on children in Jiangsu Province.

- **Example 2:** "Sounds good my man, see ya soon, I'll tw..." This is the last message from Alexander Heit, a 22-year-old college student with good grades and a quick wit, who died from replying to a text message on his smartphone when he was driving. Last year, tragedies from using smartphones were heard again and again. Then shall we ban smartphones as a result? It is difficult. A better solution is to help people avoid dangers while using smartphones. Today I would like to introduce an app to warn people of dangers who get lost in smartphones.
- **Example 3:** Ladies and gentlemen, good morning! I am here to talk to you about a disease. Some of you may already be affected; most of you will in some way be touched by this disease. If this disease can't be eradicated, it will have a direct and serious impact on every person in this room!
- **Example 4:** Good afternoon, everyone! There is a Chinese saying "with a hare under one's garment" to describe the uneasiness for a nervous person. That is how I am feeling at such a moment, and before such a big audience, there seems to be a hare under my garment. Well, now speaking about "nervous", I would like to show you the result of my experiment on the nervous system of rabbits. (胡庚申, 2013)

Examples	Strategies
1	
2	
3	
4	



Attention grabbers are techniques you use in the introduction of a speech as a means to hook your readers' attention and get them interested in your topic. They may also provide a pathway to your thesis statement of your presentation. Provoking question, interesting stories, quotations, startling statements, and humors are common attention grabbers.

**1.6 Look at the contents in the box that might be used in the introduction part of a presentation. Then read the presentation below and match 1–8 with a–h in the box.**

- |                      |                             |                       |
|----------------------|-----------------------------|-----------------------|
| a. self-introduction | b. greetings                | c. attention grabbers |
| d. topic             | e. general purpose          | f. thesis statement   |
| g. main points       | h. question and answer plan |                       |

Good afternoon, ladies and gentlemen.

My name is Lulan Li. I major in molecular evolution, in botany. It is my honor to have this opportunity to exchange and discuss with all of the professional researchers. And I am glad to share some of my study with you.

Firstly, I want to ask you a question: As for the nine kinds of supernatural Chinese medicinal herbs, can you tell me their names? Ginseng, Ganoderma, snow lotus, anything else? Which one is the first of them?

It is *Dendrobium officinale*.

Now I am here to talk to you about a precious herb—*Dendrobium officinale* (Orchidaceae), which is ranked “the first of the nine kinds of supernatural Chinese medicinal herbs”. *Dendrobium officinale*, as a tonic herb in Chinese materia medica and health food in folk, has been utilized for the treatment of yin-deficiency diseases for decades.

So in this presentation, I focus on the medicinal value and application research of *Dendrobium officinale*.

I have divided my presentation into three parts: (a) the habitat of *Dendrobium officinale*; (b) the functions of *Dendrobium officinale*; (c) the industrialization of *Dendrobium officinale*.

If you have any questions, I will be glad to answer them after the presentation.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_



**1.7** Suppose now you are giving a speech on “The Impact of the Internet on Society”. Prepare with your partner for an effective introduction by using attention grabbers to lead in your topic or thesis statement. The following items should be included to help you organize your introduction in logic and you can use the useful expressions in the box.

- Greeting the audience;
- Introducing yourself;
- Using attention grabbers;
- Unveiling the topic;
- Stating the thesis statement;
- Previewing the main points;
- Predicting the Q & A plan.



### Useful Expressions

#### How to Start Your Speech

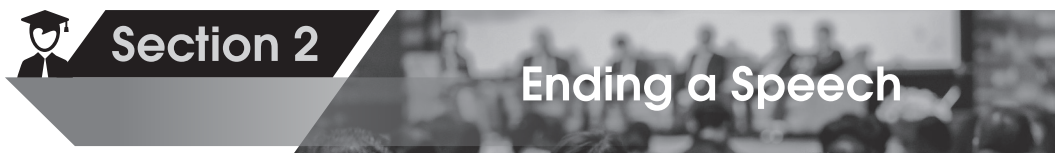
- Good morning, ladies and gentlemen, let me introduce myself...
- I am honored/privileged/pleased to have this opportunity of presenting my study on...
- Today I am going to talk about.../This morning I'd like to present.../The purpose of my presentation is to overview.../What I want to do is to illustrate...
- I have broken/divided my speech into...parts./I will concentrate on the following points:...
- If you have any questions, I'll be happy to answer them as we go along./Feel free to ask any questions./Do feel free to interrupt me if you have any questions.

**1.8** Now deliver the introduction you have prepared in front of the class and other students may comment on the attention grabbers you have used.

Students	Attention Grabbers	Comments on the Attention Grabbers
1		

(Continued)

Students	Attention Grabbers	Comments on the Attention Grabbers
2		
3		
4		
5		



## Section 2

### Ending a Speech

#### 2.1 Read the following closing speech by Steve Jobs on the Commencement of Stanford University on June 12, 2005. Then fulfill the tasks.

When I was young, there was an amazing publication called *The Whole Earth Catalog*, which was one of the bibles of my generation. It was created by a fellow named Stewart Brand, not far from here in Menlo Park, and he brought it to life with his poetic touch. This was in the late 1960's, before personal computers and desktop publishing, so it was all made with typewriters, scissors, and Polaroid cameras. It was sort of like Google in paperback form, 35 years before Google came along: It was idealistic, and overflowing with neat tools and great notion.

Stewart and his team put out several issues of *The Whole Earth Catalog*, and then when it had run its course, they put out a final issue. It was the mid-1970s, and I was your age. On the back cover of their final issue was a photograph of an early morning country road, the kind you might find yourself hitchhiking on if you were so adventurous. Beneath it were the words: "Stay Hungry. Stay Foolish." It was their farewell message as they signed off. Stay Hungry.

Stay Foolish. And I have always wished that for myself. And now, as you graduate to begin anew, I wish that for you.

Stay Hungry. Stay Foolish.

Thank you all very much.



1. Discuss with your partner and make some comments on how the speech comes to an end.
2. Work with your partner to complete the sentences below.
  - (1) The speech ends with the anecdote about the final issue of an amazing publication *The Whole Earth Catalog* in the mid-1970s, because \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.
  - (2) From your perspective, “Stay Hungry. Stay Foolish.” means \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.
  - (3) After sharing the anecdote, Steve Jobs expresses \_\_\_\_\_ to the audience.

## 2.2 Read the following speech endings. Then fulfill the tasks.

1. Compare normal endings with those with a bang. What strategies are used to make the latter impressive?

Normal Endings	Endings with a Bang
<p>a. That’s the end of my presentation. Thank you for your attention.</p> <p>b. So much for my presentation. Thank you.</p> <p>c. That concludes my presentation. Thank you for your listening.</p> <p>d. That’s all. Thank you very much.</p>	<p>a. We’ve had a great discussion today about what software will look like in near future; I’d like to close by asking you what you think software might look like 100 years from now. Are we actually heading for the Great Singularity? Thank you. (Adapted from <a href="https://www.publicwords.com/2014/12/16/how-do-you-close-a-speech/">https://www.publicwords.com/2014/12/16/how-do-you-close-a-speech/</a>)</p> <p>b. Before I finish my speech, I’d like to share with you a short message from Michael Jordan who is a sponsor for the Iowa Life Gift Coalition on Organ and Tissue Donor Awareness, which appears in their 1996 brochure: “Please make the decision to become an organ and tissue donor. Remember: Share your life. Share your decision.” Thank you, ladies and gentlemen. (陈美华, 2013)</p>



( Continued )

Normal Endings	Endings with a Bang
	<p>c. And so, my message to you is this: We need to use these tools. We need to secure our telephone calls. We need to secure our text messages. I want you to use these tools. I want you to tell your loved ones, I want you to tell your colleagues: Use these encrypted communications tools. Don't just use them because they're cheap and easy, but use them because they're secure. Thank you. (Adapted from the TED Talk <i>How to Avoid Surveillance...with the Phone in Your Pocket</i>)</p>

2. Discuss with your partner and describe the strategies used in the right column and what effect speakers want to achieve by using them.

- (1) The first speaker ends the speech with \_\_\_\_\_, which can \_\_\_\_\_.
- (2) The second speaker ends the speech with \_\_\_\_\_, which can \_\_\_\_\_.
- (3) The third speaker ends the speech with \_\_\_\_\_, which can \_\_\_\_\_.

**2.3** Read the paper *Musical Training Can Accelerate Brain Development and Help with Literacy Skills*. Then fulfill the tasks.





1. Make a conclusion of the research in the paper. The following items should be included to help you organize your conclusion in logic and you can use the useful expressions in the box.
  - Summarizing the main points;
  - Presenting an ending with certain strategies;
  - Thanking the audience;
  - Inviting questions.



### Useful Expressions

#### How to Close Your Speech

- (1) Making a Summary:
  - At this stage, I would like to run through/over the main points.
  - Finally, I'd like to remind you of some of the main points we've considered.
  - So, as we have seen today...
- (2) Presenting an Ending:
  - I would like to end the presentation by quoting...
  - As a result, we suggest that...
- (3) Inviting Questions:
  - Now I'd like to answer your questions, if you have any.
  - Now I am ready to answer your questions.
  - Please don't hesitate to ask me if you have any questions.

2. Then present your conclusion in front of the class. The other students may make some comments on the strategies you have used to conclude.

Students	Comments on Strategies
1	
2	
3	
4	



# 3

## Chapter

# Arguing Sufficiently

### Warm-up Questions:

1. What will you say to make your statement “People are facing serious environment problems every day” convincing enough?
2. What can you do to help the audience understand your presentation better?



To establish our points of view effectively, we need to develop it with enough evidence. Therefore, the body of a presentation develops the thesis statement with several main points, each of which is well-supported by evidence or details. Besides, the evidence is laid out in certain logic. The swarming information might make it difficult for the audience to follow the speaker. Then the use of signposts is quite necessary to guide the audience from one point to another.

## Section 1 Main Points

**1.1** Read the article *Global Warming and Its Effects*. Then make a list of the main points which you think are important for understanding the article.



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**1.2** In groups, present some of the main points listed above in three minutes. Remember to select the facts and statistics that are the most significant or relevant to support the main points. The following is an example.

Main Point	Facts and Statistics
The effects of global warming	<ul style="list-style-type: none"><li>• Increase of floods and droughts;</li><li>• Disappearance of 95% of the Great Barrier Reef by 2075;</li><li>• Melting of Glacier National Park by 2030;</li><li>• Extinction of 37% of all species by 2050.</li></ul>