

Unit 1

Achieving Effective Communication

No pleasure has any savour for me without communication.

— Michel de Montaigne

Getting Started

- Look at the following means of communication, arrange them in the order according to the time they were first put into use and then say something about one of them.

telephone, Internet, smoke signal, fax,
Morse code, carrier pigeon, wireless radio,
mobile phone

《高中英语》（上外版）

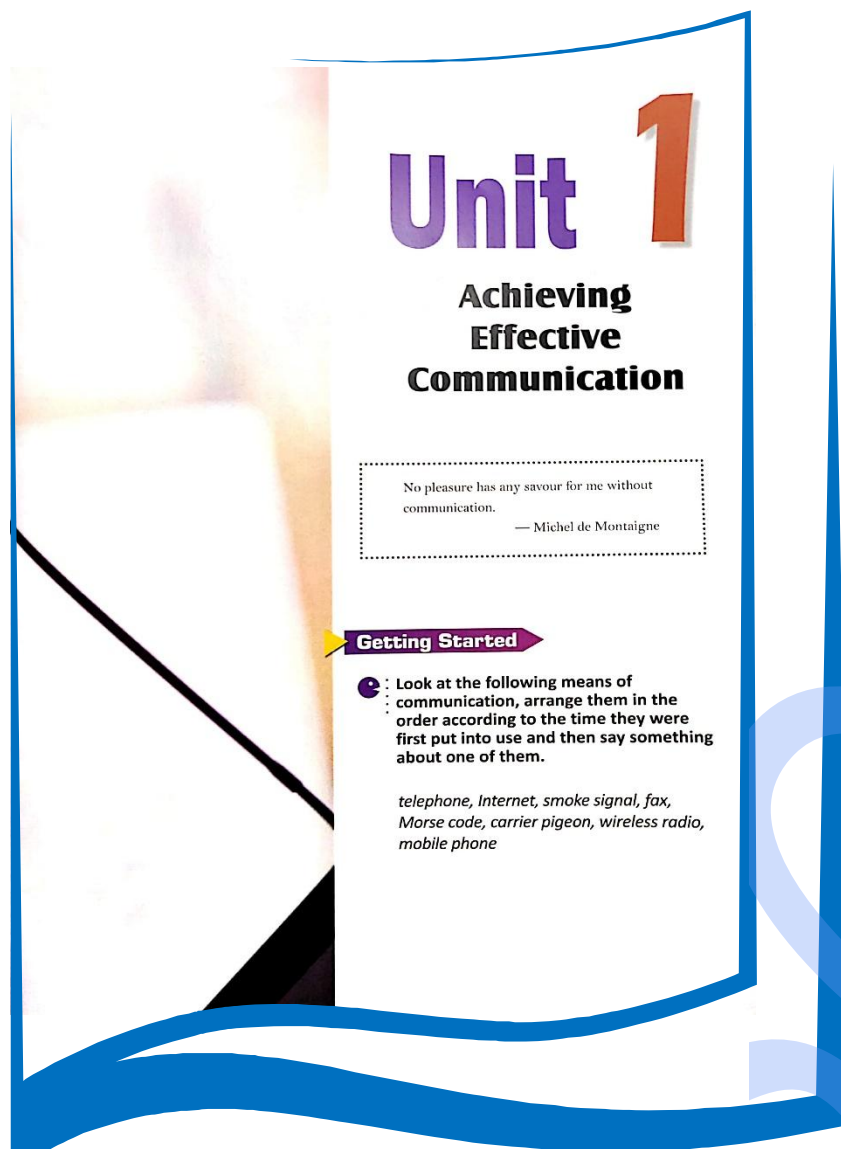
选择性必修第四册第一单元

Achieving Effective Communication

授课教师：松江二中 蒋旻鹄

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课时	授课内容
1	Reading A
1	Reading A / Vocabulary
1	Grammar in Use
1	Reading B
1	Listening & Viewing
1	Speaking & Critical Thinking
1	Writing
1	Further Exploration/ Self-assessment

学习目标 Learning Objectives:

At the end of the lesson, you will be able to ...

1. 能依据演讲的语篇结构特征，梳理语篇信息和语言特征，阐释作者的幽默；
sort out the textual information and language features according to the textual structure characteristics of the speech, and explain the author's humor;
2. 能获取语篇中的故事内容，归纳出作者如何克服其舞台恐惧症的原因；
obtain the content of the story in the text, and summarize the reasons for how the author overcomes his stage fright;
3. 能理解语篇中的文化价值观念并在阅读语篇与个人经历之间建立有意义的联系。
understand the cultural values in the text and establish a meaningful connection between reading the text and personal experience.

GETTING STARTED

○ Means of communication

1. Smoke signal
2. Carrier pigeon
3. Morse code
4. Telephone
5. Wireless radio
6. Fax
7. Internet
8. Mobile phone

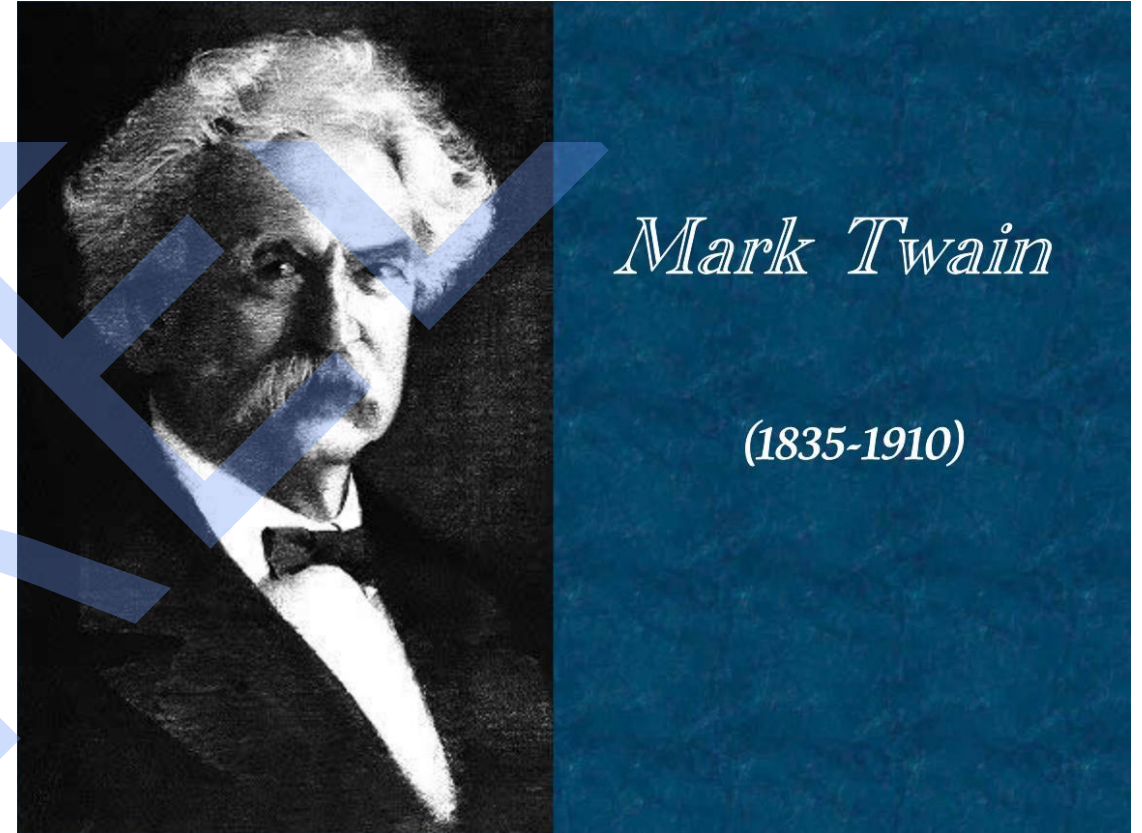
Publish speech?



GETTING STARTED

- Mark Twain

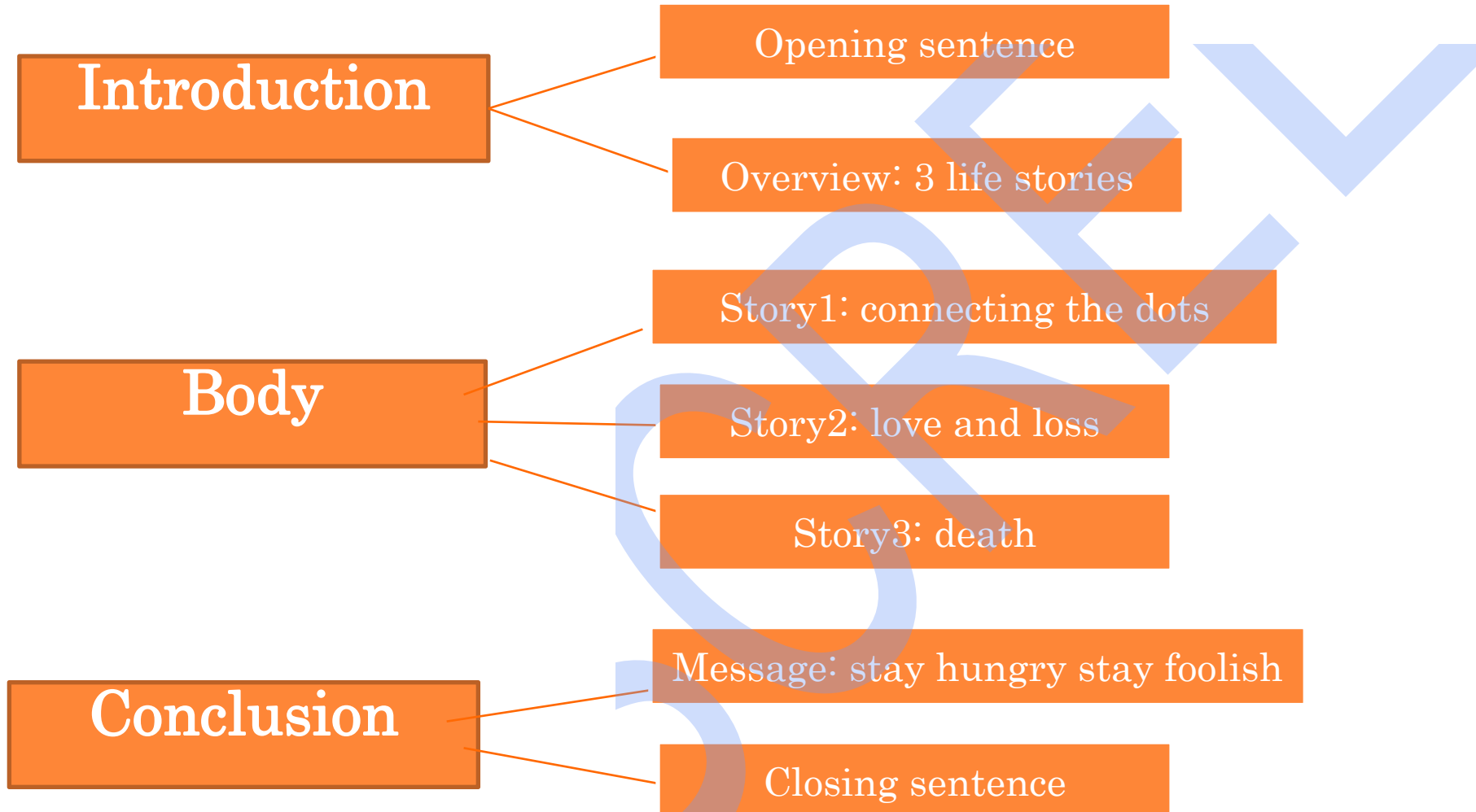
Mark Twain (pen name of Samuel Langhorne Clemens, 1835-1910), was an American writer, publisher and lecturer. He was praised as “**the greatest humorist his country has ever produced.**” In addition to being a great novelist, Mark Twain was **one of the most celebrated public speakers of his day.**



WHILE READING

○ Speech Structure

Stay Hungry Stay Foolish



WHILE READING

○ Speech Structure

How I Conquered Stage Fright

Introduction

Mark Twain expresses his sympathy for those who make their first appearance before an audience.

Body

Mark Twain tells a story about his first public speech. In order to 1_____, he

- bound himself by a contract
- 2_____
- 3_____
- 4_____

Closing remarks

Mark Twain thanks the audience for helping his daughter proceed with her performance.

WHILE READING

○ Speech Structure

How I Conquered Stage Fright

Introduction

Mark Twain expresses his sympathy for those who make their first appearance before an audience.

Body

Mark Twain tells a story about his first public speech. In order to 1 conquer his stage fright, he

- bound himself by a contract
- 2 got a number of friends to lead the audience into applause.
- 3 tucked the manuscript of his speech under a United States flag in front of him.
- 4 placed a gem (i.e. a moving, pathetic part) in the middle of the speech.

Closing remarks

Mark Twain thanks the audience for helping his daughter proceed with her performance.

WHILE READING

- 1. What does Mark Twain's description of the auditorium suggest?
- It suggests that he was troubled and anxious. / It suggests his fear and anxiety.
- The author describes the auditorium as “dark and empty”. This is meant to emphasize the author's feelings of fear and anxiety.



WHILE READING

- 2. What are the literal and contextual meanings of the word “gem”(line 55)?
- The word “gem” literally means a precious stone or something of beauty and worth. In the context, it refers to a touching, moving, beautiful line or anecdote the speaker plants in the speech to appeal to his audience’s emotions.



WHILE READING

- 3. What does Mark Twain mean by “And I want to thank you for your appreciation of her singing, which is, by the way, hereditary” (lines 72-75)?
- He jokes that her singing ability is “hereditary” —that is, she inherits her talent from him.



WHILE READING

- 4. At what point did Mark Twain know he had captured the audience's attention?
- He knows that he has engaged the audience because he gets the exact reaction he expects from his audience, i.e., being silent and awed.



WHILE READING

- 5. According to Mark Twains description of his stage fright experience, which parts of the speech are the most difficult moments? How do you know?
- The most difficult parts of the speech are the moments leading up to the speech and the first five minutes of his speech. He is extremely nervous before the speech— his knees are shaking and he finds it hard to stand up. He feels awful and compares stage fright to seasickness. All this ends five minutes into his speech. He no longer has stage fright.



WHILE READING

- **Twain's humor**
- Example: He makes a joke about his age.
- Text: “By a direct process of memory I go back forty years, less one month — for I’m older than I look.” (line 4)
- Explanation: He ends with a mild self-deprecating witty remark designed to get a quick laugh, arousing the attention of the audience easily.

AFTER READING

○ Group Discussion

- Have you ever experienced stage fright?
- And how did you deal with the situation?



ASSIGNMENT

- Based on your group discussion, write a short passage with the title “How I Conquered Stage Fright”.
- Work in groups to prepare a presentation to explain key vocabulary in the text.



○Example

stage fright n.

I **get stage fright** every time I'm going to teach a new class.

It is *a feeling of fear or nervousness* that some people like me have just before they appear in front of an audience. I know it is difficult to **get over stage fright**, but I'm convinced that I can conquer it one day.

