

原力英语全能提升训练营

CI 英语演讲训练

如何提炼演讲题目

**HOW TO
WRITE GOOD SPEECH TITLES**

- The title of your speech may appear in a printed program, for example, or someone may be introducing your presentation, in which case it's worth investing a little time in making your title as powerful and memorable as possible!

- If your speech is to be given publicly then its title, if carefully chosen, may bring some people to hear you who otherwise wouldn't come.

- If you are being introduced by someone, then they will, of course, need to tell the audience the subject of your speech. Announcing the title is one of the best ways of doing this. A good title may also supplement your introduction by gaining audience interest.

**A GOOD SPEECH TITLE IS
SUGGESTIVE**

First, the title should indicate the subject of your speech but not reveal it entirely.

- People are intrigued by suggestions that leave something to their imaginations. The title, however, should not lead the audience to believe you will speak on one subject when you plan to give a talk on another.

- Think of your speech title like a trademark.
- A good mark is distinctive. A distinctive title is capable of distinguishing your speech from others, even if given on the same subject. A non-distinctive subject-based name merely describes the content of the presentation. Just as devices that are fanciful, arbitrary, or suggestive are considered distinctive enough to function as trademarks, so it is with a formal address. However, a title must tickle the audience's curiosity sufficient to solicit attendance, so a suggestive name is often better than one that is arbitrary.

**KEEP THE TITLE SHORT AND
ATTRACTIVE**

- Second, the title should be **brief** and **eye-catching**.
- Titles that can be read at a glance are much more effective than long ones. It is safe to say that the longer the title, the fewer people will read it. Long speech titles defeat the very purpose for which they're intended.

Example speech titles Good and Bad:

Good

The World's Most Dangerous Animal

Not So Good (Bad)

An Expose on Dangerous Members of the Animal Kingdom from Bears to Spiders and More

Example speech titles Good and Bad:

Good

Carbon's Rising Tide

Not So Good (Bad)

The Impact of Global Warming on Rising Seas, Coastal Habitats of Humans, Marine Animals, and Shoreline Creatures

BE CREATIVE AND STAND OUT

Third, speech titles should be original, if possible.

Overworked titles scream BORING and are the quickest way to encourage your audience to switch off before you've even got started.

Titles may take many forms. Variations include a quotation, a question, a paradoxical statement, or a shocking statement. Whatever speech title you pick, it must serve the purpose of attracting attention to your presentation.

If there will be no opportunity to use a title, or to have it announced, don't waste time developing one. It actually works against you to announce the title of a speech if it isn't necessary!

Here are some examples of effective titles:

- Run, Don't Walk, to the Nearest Exit (for a speech on the need for atomic energy control)
- The Ominous Cloud (for a speech on Russian foreign policy)
- I Stutter (for a speech on stuttering and how it can be controlled)
- That's Why the Lady Is a Champ (for a speech on a female tennis Champ star)

MISTAKES TO AVOID WHEN WRITING SPEECH TITLES

**REVEALING THE CONTENT
TOO SOON**

- A title that acts as a 'teaser' will make your audience curious... a title that gives away the subject AND angle of your speech will create very little buzz! What's more, your audience will form pre-conceived ideas about the topic before they've even heard you speak.

BEING BORING!

- For example, DON'T call a speech about the health benefits of fresh fruit "The Health Benefits of Fresh Fruit".
- Find a way to put your own unique spin on the topic and create a headline that will ENGAGE listeners rather than send them to sleep (eg. "How Eating Fresh Fruit Can Help You Live Longer".)

RAMBLING ON

- Don't create a lo-o-ong title! It needs to be eye-catching and readable at a glance - particularly important if the speech will be getting publicity.

BEING INAPPROPRIATE

There are several ways in which your title might be inappropriate...

- It may lead your audience to expect something your speech doesn't deliver! Whilst hinting at your subject matter is a good thing, being so obscure that your title misleads your listeners is **NOT!**
- It may be too humorous when your subject matter is entirely serious (do note, however, that humor can be great in a speech title if it fits with the theme of the speech).
- It may be **offensive**. Think carefully!

TED经典演讲题目赏析

How to speak so that people want to listen | Julian Treasure

Have you ever felt like you're talking, but nobody is listening? Here's Julian Treasure to help. In this useful talk, the sound expert demonstrates the how-to's of powerful speaking -- from some handy vocal exercises to tips on how to speak with empathy. A talk that might help the world sound more beautiful.