



Beijing Foreign Studies University
教育部 - 出国人员培训部

i Based on: 《公共演讲的艺术》（第7版），乔治·L·格赖斯、约翰·F·斯金纳 著，中国人民大学出版社，2012年。

Public Speaking

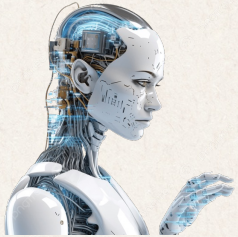
Unit 2, Topic 2: Researching your topic and writing a plan

Instructor:
Dr. Carlos Cardenas

Spring Term,
2026



Current situation:



You can find tons of information with a single click. **AI** can write your assignments in seconds. It can also do basically any task for you.

The problem:



- How much of that information can you actually remember?
- What if AI is not available to help you?

The focus of this era:

~~No need to
memorize
information~~ 

- Learn to ask the right questions
- Learn where to look for the answers

If education is what you're left with after you forget everything you've learned, information literacy must be the best skill for . . . growing up in the information age.

—Jenny Sinclair⁶

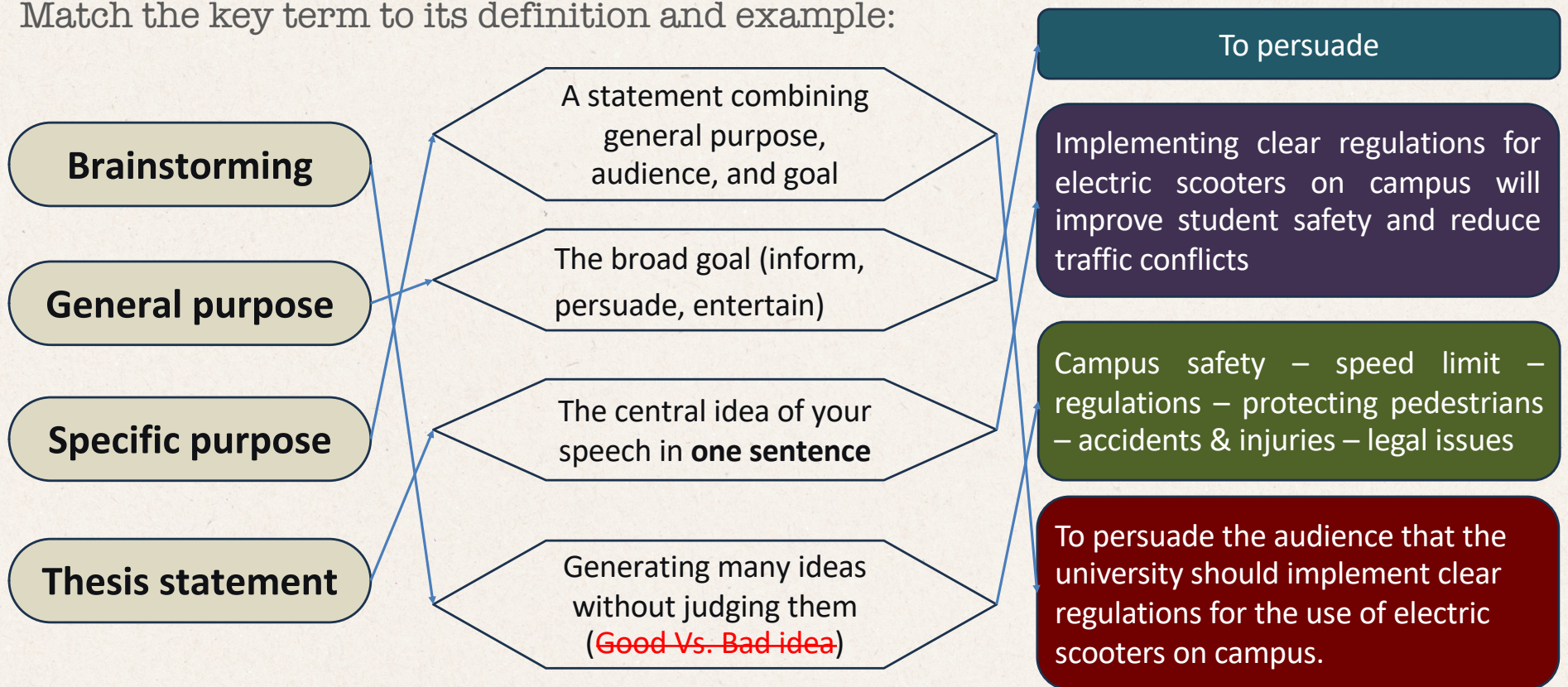
Lesson 2

01	<u>Review & Consolidation:</u> Topic, purpose, and thesis statement
02	<u>Information sources:</u> reliability iceberg
03	<u>Topic 2:</u> Researching your topic
04	<u>Academic sources:</u> journals and scholarly websites
05	<u>Personal work:</u> Developing your research plan

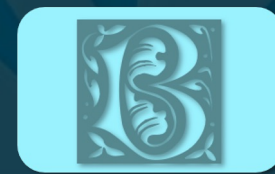
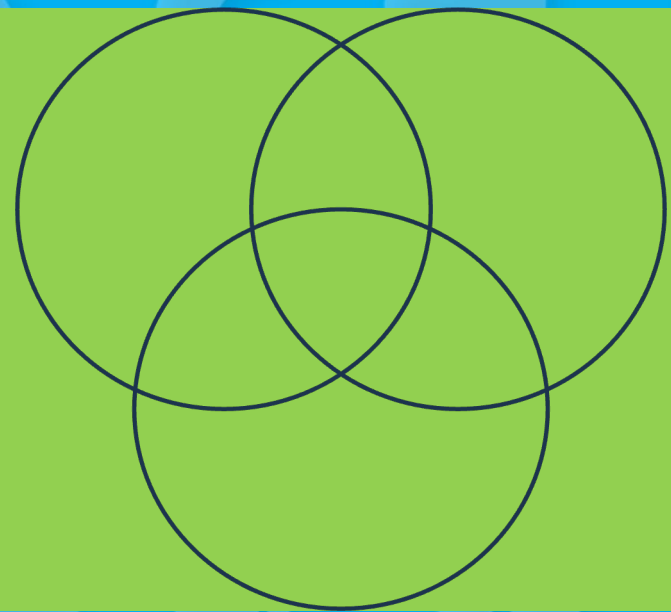
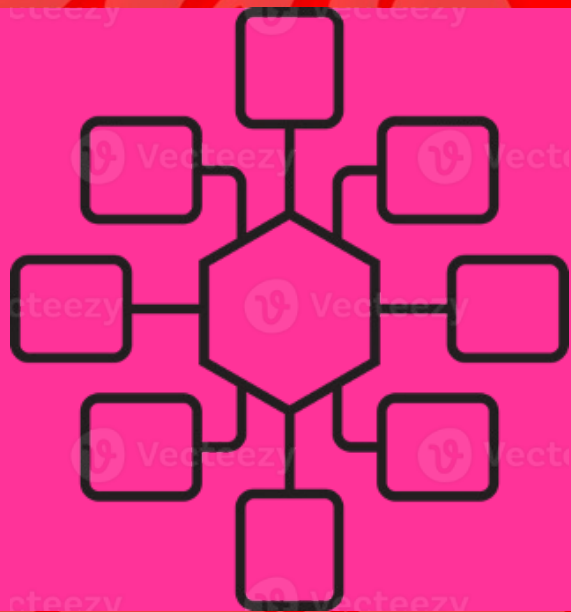


Review: Topic, purpose, and thesis statement

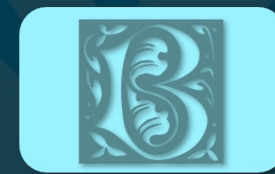
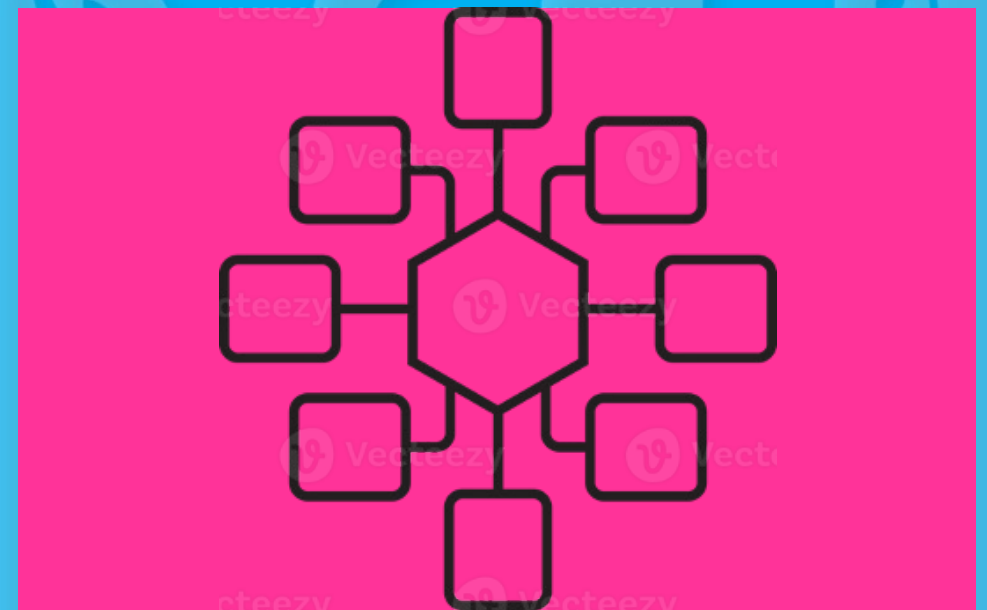
Match the key term to its definition and example:



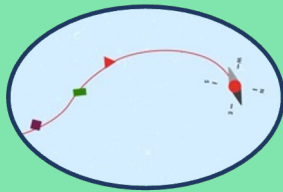
Which picture shows a **Venn diagram**?



If you want to persuade your audience, which graph is a better choice to plan your speech?



Speech Purpose: Be a tour guide!



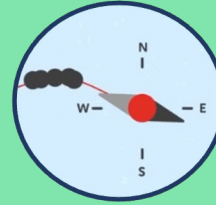
Don't rush!



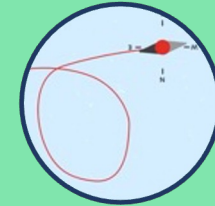
Step by step



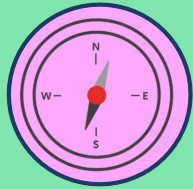
You're the
guide



Start where
the audience is



Don't change
direction so much



Speech = Trip



Lead them to a
new place



Writing a Thesis Statement

Choose the best thesis statement:

ING verb + main topic + **IS** + adjective + **FOR** + area that is affected or influenced

ING 动词 + 核心主题 + **是** + 形容词 + **对/对于** + 受影响或影响的领域而言

Topic: Academic Development / Mental Health



Practicing daily mindfulness
is revolutionary for student
productivity.



The benefits of mindfulness
at school include lower stress
and better focus.



You should practice
mindfulness to be more
productive at school.



Consolidation: Topic, purpose, and thesis statement

Use the worksheet to summarise the information about your speech:

15 mins

1.

Write down
your **topic**,
purpose,
and **thesis statement**

Public Speaking Course, Spring 2026

Student: _____ Class: _____

Unit 2: Selecting a Topic & Purpose

I. Look at the following examples of how you can phrase your speech purpose:

可以使用的动词	目标受众	目的示例
通知 To Inform	the audience my classmates my teachers	on the health risks of vaping
说服 To Persuade To convince	my basketball team my family	to stop vaping
娱乐 To Entertain To amuse		with a funny story from childhood

II. Read the following information on how to write a good thesis statement for your speech:

ING verb + main topic + IS + adjective + FOR + area that is affected or influenced
ING动词 + 核心主题 + 是 + 形容词 + 对/对于 + 受影响或影响的领域而言

1. 提高学生参与度 + 是 + 至关重要 + 对 + 创造积极学习环境而言
Improving student engagement is crucial for creating a positive learning environment.

2. 推动科技创新 + 是 + 十分有益 + 对于 + 实现可持续发展而言
Promoting technological innovation is highly beneficial for achieving sustainable development.

III. Now use the chart below to write the topic, purpose, and thesis statement of your individual speech:

Topic: _____

General Purpose: ☐ To inform ☐ To persuade ☐ To entertain

Specific Purpose: _____

Thesis Statement: _____

2.

Draw your
mind map,
Venn
diagram or
Persuasion Map

In this unit, we learnt how to use **mind maps**, **Venn diagrams**, and **Persuasion Maps** to organize speech ideas. Use this page to draw your favorite type of graphic organizer displaying the ideas you would like to talk about in your speech:

在本单元中，我们学习了如何使用思维导图、维恩图和说服图来组织演讲思路。请使用此页绘制你最喜欢的图形组织图，展示你希望在演讲中谈论的想法。

Mind Map: A central circle with eight boxes connected to it.

Persuasion Map: A flowchart showing the relationship between a central topic and its supporting points.

Central Topic: **Classics**

Supporting Points:

- Point 1: **Point 1**
- Point 2: **Point 2**
- Point 3: **Point 3**
- Point 4: **Point 4**
- Point 5: **Point 5**
- Point 6: **Point 6**
- Point 7: **Point 7**
- Point 8: **Point 8**

Conclusion: **Conclusion**



Less reliable

More reliable

The internet, TV, & radio

Magazines & newspapers

Books

Government documents

Research journals

Topic



Evaluating reliability of information sources

Watch the video and then answer the FIVE questions on this slide:

teaching without frills

Question 5:

Which source is unreliable?

- a) Government website
- b) Scientific journal
- c) Personal blog
- d) University study

Teaching Without Frills. How to Evaluate Sources for Reliability. Retrieved from:
<https://www.youtube.com/watch?v=q1k8rcYUmbQ>

Unit 2 Researching your Topic



CNKI(中国知网)



Jstor.org



Wanfang Data



Elsevier



ELSEVIER



To prepare for your speech, you need to consult and READ **at least ONE academic article** from a reliable and reputable database (**Publication year**: after 2020)

Choose your sources

Where do you prefer to find information?

☒ **The internet**

Example: Doubao, Deepseek, Baidu, etc.

☐ **Friends or family**

Interviews & discussions

☐ **The library**

Books, magazines, newspapers

☐ **Mass media**

television, radio, social networks (Xiao Hongshu, Weibo, etc.)

☐ **The library**

Books, magazines, newspapers

☐ **Academic databases**

Wanfang Data, CALIS, CNKI(中国知网)

Jstore, Project Muse, Elsevier

Searching Academic Databases: Boolean Operators





Boolean Operators (英中双语对照表)

Operator (运算符)	What it does (作用)	Example (示例)	Result (搜索结果说明)
AND (并且)	Narrows search. Finds results with all terms. 缩小搜索范围。查找包含 所有 关键词的文献。	mindfulness AND productivity 正念 AND 工作效率	Finds articles that mention both topics. 查找同时提及这两个主题的文献。
OR (或者)	Broadens search. Finds results with any of the terms. 扩大搜索范围。查找包含 任意 关键词的文献。	university OR college 大学 OR 高校	Finds articles that use either word (useful for synonyms). 查找使用其中任何一个词语的文献（适用于同义词）。
NOT (不包括)	Narrows search by excluding terms. 通过排除关键词缩小搜索范围。	apple NOT fruit 苹果 NOT 水果	Finds articles about the company, not the fruit. 查找关于苹果公司的文献，排除关于水果的文献。



Boolean Operators (英中双语对照表)

Use Parentheses to Group Terms (Nesting)

Combine operators like a math equation to build complex searches.
像数学等式一样组合运算符，构建复杂的搜索。

Example (示例):

("renewable energy" OR "solar power") AND policy

Explanation (解释):

This tells the database: Find me "renewable energy" or "solar power," but the result must also include "policy."

这告诉数据库：查找包含「renewable energy」或「solar power」的文献，但搜索结果中还必须包含「policy」。



Boolean Operators (英中双语对照表)

Task:

Write down **FIVE examples** of search words you would use to find an academic article about **your speech topic**.

Example:

- "social media" AND sleep AND students
- ("fast food" OR "junk food") AND "health problems" AND young adults

Searching Academic Databases:

1.

Use your computer or tablet to search the suggested academic databases.



2.

Download a relevant paper, print it, **read** it, and bring it next class.

