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# Навчаємо основам ораторського мистецтва

*All speech, written or spoken, is a dead language,  
until it finds a willing and prepared hearer.*

Robert Louis Stevenson

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У співпраці з учителями кафедри у нас виникла ідея допомогти учням оволодіти основами ораторського мистецтва при роботі з промовами відомих людей. Цей вид роботи дає можливість формувати навички сприйняття англійського тексту на слух, поповнити лексичний запас, впізнати граматичні явища. Так у співпраці з учнем ліцею, переможцем міських, обласних та всеукраїнських олімпіад та захисту наукової роботи по лінії МАН Будзінським Максимом зроблена підбірка десяти промов найкращих ораторів – політиків, громадських діячів, президентів та письменників та розроблена серія вправ для закріплення матеріалу. У своїй практиці ми уже мали не одну спробу роботи за таким методом вивчення англійської мови. Результат знань учнів перевершив наші сподівання. Ефект запам'ятовування стійких лексичних одиниць та подальше їх цитування у власному усному та письмовому мовленні наближається до 100%.

Наша мета – допомогти всім, хто вивчає англійську мову, навчитися зв'язно висловлюватися у форматі промови. Виступ перед аудиторією є одним із найпоширеніших жанрів мовлення. Нерідко в школі учням доручають виступити на зборах, зустрічах чи конференціях. Та

деякі відмовляються, посилаючись на те, що вони не вміють це робити, бояться аудиторії чи думають, що у них нічого не вийде.

Ораторські виступи відіграють важливу роль у житті кожної людини. Виступити – це не просто кинути репліку схвалення чи незгоди. Виступити – означає викласти перед слухачами сутність певного питання, виділивши головне; висловити своє ставлення до нього, дати оцінку, підкреслити значущість і важливість для практики, підкріпивши свої докази прикладами чи посиланнями на потрібні джерела; побудувати звернення до слухачів таким чином, щоб їм були зрозумілі мета і зміст такого звернення, аби одержана ними інформація лягла в основу їх власних роздумів та висновків.

Сподіваємося, що розділи із додатковими завданнями після кожної промови видатних ораторів світу дадуть можливість учням:

- розширити свій кругозір та долучитися до кращих зразків світового ораторського мистецтва;
- закріпити вивчення явищ граматики;
- збільшити словниковий запас;
- навчитись письмово висловлюватися у формі есе;
- значно покращити сприйняття автентичного мовлення на слух;
- відпрацювати власну вимову.

Здатність постійно дбати про слухачів – одна з найважливіших передумов успіху промовця. З цим тісно пов'язане вміння стежити за реакцією в залі. Справжній промовець не шкодує сил і часу, щоб зібрати найновіші дані для своєї лекції, намагається дібрати вдалі приклади, що ілюструють те чи інше твердження. Гарна промова чи лекція цікавитиме усіх.

## STEVE JOBS

### Steve Jobs' 2005 Stanford Commencement Address

Steven Paul Jobs is an American business magnate and inventor. He is the co-founder and chief executive officer of Apple Inc. Jobs also previously served as chief executive of Pixar Animation Studios; he became a member of the board of directors of The Walt Disney Company in 2006. In the late 1970s, Jobs, with Apple co-founder Steve Wozniak, Mike Markkula, and others, designed, developed, and marketed one of the first commercially successful lines of personal computers, the Apple II series. In November 2009, Jobs was ranked No.57 on Forbes: The World's Most Powerful People.

In December 2010, the Financial Times named Jobs its person of the year for 2010. Steve Jobs died on the 5th of October, 2011. He died after battling a number of health issues in recent years, including pancreatic cancer. US President Barack Obama paid tribute to Steve Jobs, saying the Apple co-founder "exemplified the spirit of American ingenuity". "He transformed our lives, redefined entire industries, and achieved one of the rarest feats in human history: he changed the way each of us sees the world," Mr Obama said in a statement issued by the White House.

**Steve Jobs:** *Three stories from my life. You've got to find what you love', – Jobs says.*

This is the text of the Commencement address by Steve Jobs, CEO of Apple Computer and of Pixar Animation Studios, delivered on June 12, 2005.



I am honored to be with you today at your commencement from one of the finest universities in the world. I never graduated from college. Truth be told, this is the closest I've ever gotten to a college graduation. Today I want to tell you three stories from my life. That's it. No big deal. Just three stories.

### **The first story is about connecting the dots.**

I dropped out of Reed College after the first 6 months, but then stayed around as a drop-in for another 18 months or so before I really quit. So why did I drop out?

It started before I was born. My biological mother was a young, unwed college graduate student, and she decided to put me up for adoption. She felt very strongly that I should be adopted by college graduates, so everything was all set for me to be adopted at birth by a lawyer and his wife. Except that when I popped out they decided at the last minute that they really wanted a girl. So my parents, who were on a waiting list, got a call in the middle of the night asking: "We have an unexpected baby boy; do you want him?" They said: "Of course." My biological mother later found out that my mother had never graduated from college and that my father had never graduated from high school. She refused to sign the final adoption papers. She only relented a few months later when my parents promised that I would someday go to college.

And 17 years later I did go to college. But I naively chose a college that was almost as expensive as Stanford, and all of my working-class parents' savings were being spent on my college tuition. After six months, I couldn't see the value in it. I had no idea what I wanted to do with my life and no idea how college was going to help me figure it

out. And here I was spending all of the money my parents had saved their entire life. So I decided to drop out and trust that it would all work out OK. It was pretty scary at the time, but looking back it was one of the best decisions I ever made. The minute I dropped out I could stop taking the required classes that didn't interest me, and begin dropping in on the ones that looked interesting.

It wasn't all romantic. I didn't have a dorm room, so I slept on the floor in friends' rooms, I returned coke bottles for the 5¢ deposits to buy food with, and I would walk the 7 miles across town every Sunday night to get one good meal a week at the Hare Krishna temple. I loved it. And much of what I stumbled into by following my curiosity and intuition turned out to be priceless later on. Let me give you one example: Reed College at that time offered perhaps the best calligraphy instruction in the country. Throughout the campus every poster, every label on every drawer, was beautifully hand calligraphed. Because I had dropped out and didn't have to take the normal classes, I decided to take a calligraphy class to learn how to do this. I learned about serif and san serif typefaces, about varying the amount of space between different letter combinations, about what makes great typography great. It was beautiful, historical, artistically subtle in a way that science can't capture, and I found it fascinating.

None of this had even a hope of any practical application in my life. But ten years later, when we were designing the first Macintosh computer, it all came back to me. And we designed it all into the Mac. It was the first computer with beautiful typography. If I had never dropped in on that single course in college, the Mac would have never had multiple typefaces or proportionally spaced fonts. And since Windows just copied the Mac, it's likely that no personal computer would have them. If I had never dropped out, I would have never dropped in on this calligraphy class, and personal computers might not have the wonderful typography that they do. Of course it was impossible to connect the dots looking forward when I was in college. But it was very, very clear looking backwards ten years later.

Again, you can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something — your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.

### **My second story is about love and loss.**

I was lucky — I found what I loved to do early in life. Woz and I started Apple in my parents' garage when I was 20. We worked hard, and in 10 years Apple had grown from just the two of us in a garage into a \$2 billion company with over 4000 employees. We had just released our finest creation — the Macintosh — a year earlier, and I had just turned 30. And then I got fired. How can you get fired from a company you started? Well, as Apple grew we hired someone who I thought was very talented to run the company with me, and for the first year or so things went well. But then our visions of the future began to diverge and eventually we had a falling out. When we did, our Board of Directors sided with him. So at 30 I was out. And very publicly out. What had been the focus of my entire adult life was gone, and it was devastating.

I really didn't know what to do for a few months. I felt that I had let the previous generation of entrepreneurs down - that I had dropped the baton as it was being passed to me. I met with David Packard and Bob Noyce and tried to apologize for screwing up so badly. I was a very public failure, and I even thought about running away from the valley. But something slowly began to dawn on me — I still loved what I did. The turn of events at Apple had not changed that one bit. I had been rejected, but I was still in love. And so I decided to start over.

I didn't see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life.

During the next five years, I started a company named NeXT, another company named Pixar, and fell in love with an amazing woman who would become my wife. Pixar went on to create the world's first computer animated feature film, *Toy Story*, and is now the most successful animation studio in the world. In a remarkable turn of events, Apple bought NeXT, I returned to Apple, and the technology we developed at NeXT is at the heart of Apple's current renaissance. And Laurene and I have a wonderful family together.

I'm pretty sure none of this would have happened if I hadn't been fired from Apple. It was awful tasting medicine, but I guess the patient needed it. Sometimes life hits you in the head with a brick. Don't lose faith. I'm convinced that the only thing that kept me going was that I loved what I did. You've got to find what you love. And that is as true for your work as it is for your lovers. Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. And, like any great relationship, it just gets better and better as the years roll on. So keep looking until you find it. Don't settle.

### **My third story is about death.**

When I was 17, I read a quote that went something like: "If you live each day as if it was your last, someday you'll most certainly be right." It made an impression on me, and since then, for the past 33 years, I have looked in the mirror every morning and asked myself: "If today were the last day of my life, would I want to do what I am about to do today?" And whenever the answer has been "No" for too many days in a row, I know I need to change something.

Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life. Because almost everything — all external expectations, all pride, all fear of embarrassment or failure - these things just fall away in the face of death, leaving only what is truly important. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart.

About a year ago I was diagnosed with cancer. I had a scan at 7:30 in the morning, and it clearly showed a tumor on my pancreas. I didn't even know what a pancreas was. The

doctors told me this was almost certainly a type of cancer that is incurable, and that I should expect to live no longer than three to six months. My doctor advised me to go home and get my affairs in order, which is doctor's code for prepare to die. It means to try to tell your kids everything you thought you'd have the next 10 years to tell them in just a few months. It means to make sure everything is buttoned up so that it will be as easy as possible for your family. It means to say your goodbyes.

I lived with that diagnosis all day. Later that evening I had a biopsy, where they stuck an endoscope down my throat, through my stomach and into my intestines, put a needle into my pancreas and got a few cells from the tumor. I was sedated, but my wife, who was there, told me that when they viewed the cells under a microscope the doctors started crying because it turned out to be a very rare form of pancreatic cancer that is curable with surgery. I had the surgery and I'm fine now.

This was the closest I've been to facing death, and I hope it's the closest I get for a few more decades. Having lived through it, I can now say this to you with a bit more certainty than when death was a useful but purely intellectual concept: No one wants to die. Even people who want to go to heaven don't want to die to get there. And yet death is the destination we all share. No one has ever escaped it. And that is as it should be, because Death is very likely the single best invention of Life. It is Life's change agent. It clears out the old to make way for the new. Right now the new is you, but someday not too long from now, you will gradually become the old and be cleared away. Sorry to be so dramatic, but it is quite true.

Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma — which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.

When I was young, there was an amazing publication called *The Whole Earth Catalogue*, 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 notions.

Stewart and his team put out several issues of *The Whole Earth Catalogue*, 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.

## Just vocabulary

commencement – церемонія вручення дипломів	drawer – ящик, шухляда
address – звернення	normal – плановий
CEO (Chief Executive Officer) – генеральний директор	serif – a short line at the top or bottom of a printed letter
animation studios – анімаційна студія	sans serif – a style of printed letters that have no extra
to deliver – виголошувати	lines or curves at their edges
to be honored – мати за честь	typeface – шрифт
to graduate – закінчувати навчальний заклад	to vary – варіювати, змінювати
graduation – градування, закінчення навчального	historical – історичний
закладу	artistically – художньо, майстерно
no big deal – нічого особливого	subtle – тонкий, витончений, ніжний
to connect – з'єднувати, пов'язувати, сполучати	capture – захопити силою, завоювати
dots – крапки	fascinating – захоплюючий, чарівний
to drop out – виключати, вибувати, пропускати	application – застосування
drop-in – вільний слухач	multiple – множинний
to quit – покинути, перестати, звільнитися, залишати	proportionally – пропорційно
biological – біологічний	spaced – розташований
unwed – незаміжня	font – шрифт
graduate student – аспірант	gut – мужність, сила волі
to put up – виставляти	destiny – доля
adoption – усиновлення	karma – карма, доля
to adopt – усиновляти	whatever – будь-що
everything was all set – все було влаштовано	approach – підхід
lawyer – юрист	to let down – підводити
pop out – народитись, висунутись, вискочити	loss – втрата
waiting list – список очікування	employee – працівник, співробітник
unexpected – несподіваний, раптовий, непередбаче-	to release – випустити
ний, нежданий	to get fired – бути звільненим (з роботи)
high school – середня школа	to hire – наймати
to refuse – відмовлятися	talented – талановитий
to relent – м'якшати, пом'якшуватися	to run the company – керувати компанією
naively – наївно, простакувато	to diverge – розходитися
working-class – робочий клас	eventually – зрештою, в кінцевому результаті
savings – заощадження	falling out – сварка, незгода, суперечка
tuition – навчання, плата за навчання	Board of Directors – рада директорів
value – цінність	to side with – стати на чийсь бік
to figure out – з'ясувати, усвідомити	publicly – публічно
entire – цілий, весь	focus – фокус, ціль
to trust – довіряти	devastating – спустошуючий, руйнівний
to work out – розробити, виробляти, опрацювати,	entrepreneur – підприємець
випрацювати, вирахувати	baton – жезл, естафетна паличка
scary – страшно	to screw up – зробити серйозну помилку, зіпсувати
required – обов'язковий	(ситуацію)
class – заняття	valley – долина, міжгір'я
romantic – романтичний, фантастичний	to dawn on – осявати
dorm room – кімната в гуртожитку	bit – шматок
coke – кока-кола	to be rejected – бути відхиленим, відкинутим
deposit – депозит, завдаток	to free – звільняти
temple – храм	to go on – продовжувати
stumble into – наткнутися, наштовхнутися	animated feature film – анімаційний фільм
curiosity – допитливість, цікавість	remarkable – чудовий, видатний, дивовижний
intuition – інтуїція, чуття	renaissance – відродження
to turn out – виявлятися	awful – жахливий, страшний
priceless – безцінний	brick – цегла
to offer – пропонувати	faith – віра
calligraphy instruction – уроки з каліграфії	to settle – зупинятись, осідати
throughout – по всьому, всюди	relationship – відносини, зв'язок
campus – університет, коледж	to roll on – котитися
poster – плакат, афіша, оголошення	quote – цитата
label – етикетка, позначка	in a row – поспіль

to encounter – стикатись	dramatic – драматичний
external – зовнішній	dogma – догма, догмат, переконання
pride – гордість	to drown out – заглушити
embarrassment – збентеження, нерішучість, вагання	inner – внутрішній
trap – пастка	courage – мужність
naked – оголений, незахищений, позбавлений чогось	secondary – другорядний, вторинний
cancer – рак	publication – публікація, видання
scan – сканування	bible – Біблія
tumor – пухлина	bring to life – втілити в життя
pancreas – підшлункова залоза	touch – дотик, штрих
incurable – невиліковний	desktop publishing – настільна видавнича система
buttoned up – застебнутий	typewriter – друкарська машинка
diagnosis – діагноз	scissors – ножиці
biopsy – біопсія	paperback – м'яка паперова обкладинка
to stick – встромляти	idealistic – ідеалістичний
endoscope – ендоскоп	overflowing – переповнений
throat – горло	neat – акуратний, охайний
stomach – шлунок	tools – інструменти
intestines – кишечник	notion – винахід, поняття, ідея
needle – голка	to put out – видавати, виставляти
cell – клітина	issue – випуск
sedated – нерухомий	to hitchhike – подорожувати автостопом
surgery – хірургія, операція	beneath – під, нижче
to face – постати перед, сміливо зустрічати, стояти лицем до	foolish – дурний, нерозумний, безглуздий
decade – десятиріччя	truth be told – по правді кажучи
concept – поняття, ідея, концепція	no big deal – нічого особливого
destination – пункт призначення	everything was all set – все було влаштовано
to share – поділяти	to run the company – керувати компанією
gradually – поступово	in a row – поспіль
	bring to life – втілити в життя

## 20 Steve Jobs Quotes: Wisdom from the Apple Co-Founder

1. "Innovation distinguishes between a leader and a follower".
2. "Stay hungry, stay foolish".
3. "Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work".
4. "The only way to do great work is to love what you do".
5. "My job is not to be easy on people. My job is to take these great people we have and to push them and make them even better".
6. "It's not about money. It's about the people you have, how you're led, and how much you get it".
7. "I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance".
8. "Sometimes life hits you in the head with a brick. Don't lose faith".
9. "I want to put a ding in the universe".
10. "Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose".
11. "Your time is limited, so don't waste it living someone else's life".
12. "Don't be trapped by dogma – which is living with the results of other people's thinking".
13. "Have the courage to follow your heart and intuition. They somehow already know what you truly want to become".
14. "Creativity is just connecting things".
15. "I'm as proud of what we don't do as I am of what we do".
16. "Quality is more important than quantity. One home run is much better than two doubles".
17. "Innovation comes from saying no to a thousand things".
18. "The people who are crazy enough to think they can change the world are the ones who do".
19. "Be a yardstick of quality. Some people aren't used to an environment where excellence is expected".
20. "Details matter, it's worth waiting to get it right".

#### 1. Find the synonyms for the following words:

nothing special – \_\_\_\_\_  
to get to know – \_\_\_\_\_  
to supervise a company – \_\_\_\_\_  
a quarrel – \_\_\_\_\_  
to begin again – \_\_\_\_\_  
to continue – \_\_\_\_\_  
a lot of days running – \_\_\_\_\_  
untreatable – \_\_\_\_\_  
to prove to be – \_\_\_\_\_  
to publish – \_\_\_\_\_

#### 2. Give Ukrainian equivalents to the following word units:

to stay around – \_\_\_\_\_  
in the middle of the night – \_\_\_\_\_  
in a way that science can't capture – \_\_\_\_\_  
make the difference – \_\_\_\_\_  
the turn of events – \_\_\_\_\_  
matters of the heart – \_\_\_\_\_  
in a row – \_\_\_\_\_  
to make sure – \_\_\_\_\_  
to be trapped by – \_\_\_\_\_  
to begin anew – \_\_\_\_\_

#### 3. Give English equivalents to the following word units:

закінчувати коледж – \_\_\_\_\_

In cooperation with teachers-colleagues, we came up with the idea of our students working on mastering the basics of public speaking while working with the speeches of famous people. The Internet helps a lot. This type of work provides an opportunity to develop the skills of listening to English texts, replenish vocabulary, and recognize grammatical phenomena. The first selection of ten speeches of the best speakers - politicians, public figures, presidents and writers - was made, and a series of exercises was developed to consolidate the material. We even published two volumes of the collection of speeches entitled "A HELPFUL HAND OF SPEECHES THAT CHANGED THE WORLD". In our practice, we have already had more than one attempt to work with this method of learning English. The result of students' knowledge exceeded our expectations. The effect of memorizing stable lexical units and their subsequent citation in one's own oral and written speech approaches 100%.

The purpose of this kind of work is to help all English learners learn to express themselves coherently in a speech format. Public speaking is one of the most common genres of speech. Often at school, students are assigned to speak at assemblies, meetings or conferences. However, some refuse, referring to the fact that they do not know how to do it, are afraid of the audience or think that they will not succeed in anything. It should be remembered that it is impossible to become a speaker by refusing assignments to speak. Public speaking plays an important role in every person's life. To speak is not just to throw a line of approval or disagreement. To speak means to present to the listeners

підписати папери – \_\_\_\_\_  
прийняти рішення – \_\_\_\_\_  
Цей підхід ніколи мене не підводив. – \_\_\_\_\_  
мені тільки виповнилось 30 – \_\_\_\_\_  
справити враження – \_\_\_\_\_  
привести справи в порядок – \_\_\_\_\_  
попрощатись – \_\_\_\_\_  
наприкінці 1960-тих – \_\_\_\_\_  
оголошувати кінець – \_\_\_\_\_

#### 4. Write an essay for one of the following topics:

– "Some people believe that success in life comes from taking risks or chances. Others believe that success results from careful planning. In your opinion, what does success come from? Use specific reasons and examples to support your answer".

– "Which would you choose – a high-paying job with long hours you do not enjoy or a lower-paying job with shorter hours that you love? Use specific reasons and examples to support your answer".

#### 5. Write three stories from your own life.

#### 6. Listen to Steve Jobs's Three Stories from My Life on YOUTUBE.

7. Learn one of Steve Job's stories from the commencement address by heart and role-play it.

8. Look up the story of creating the well-known logos of Apple and tell it in class.

the essence of a certain issue, highlighting the main points; express your attitude to it, give an assessment, emphasize the significance and importance for practice, supporting your evidence with examples or references to the necessary sources; build an appeal to listeners in such a way that they understand the purpose and content of such an appeal, so that the information they receive forms the basis of their own thoughts and conclusions.

We hope that additional tasks after each speech by the world's great speakers will enable students to:

- expand their horizons and join the best examples of world public speaking;
- consolidate the studied phenomena of grammar;
- increase vocabulary;
- learn to express themselves in writing in the form of an essay;
- significantly improve the perception of authentic speech by ear;
- practice their own pronunciation.

The ability to constantly care about listeners is one of the most important prerequisites for the success of a speaker. Closely related to this is the ability to monitor the reaction in the hall. A real speaker spares no effort and time to collect the latest data for his lecture, tries to choose successful examples that illustrate this or that statement. A good speech or lecture will interest everyone.

We wish our students success in mastering the secrets of public speaking and heights in learning the English language.

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