

The background features a central graphic of a stylized 'C' shape formed by multiple overlapping, semi-transparent rays of various colors including orange, green, blue, and grey. The rays emanate from a central point on the left and spread out towards the right. The background is a light grey grid with faint binary code (0s and 1s) scattered across it. On the right side, there is a faint line graph with two lines, one orange and one blue, showing an upward trend.

# Talk About China in English

---- Follow-up Course to College English



 **Contents**

**1**

**Teaching Analysis**

**2**

**Course Design**

**3**

**Unit Design**

**4**

**Demonstration**





# Teaching Analysis

## About us

### **University**

A normal university

### **Target Students**

Intermediate level learners with global vision & national pride

Second-year non-English majors

## ➔ Teaching Analysis

### Orientation

**Cultivate the Compound-applied Talents with Whole-person Education**

Humanistic literacy

+

Practical application ability

↓  
Cultural inheritance

↓  
Language ability

### Talk About China in English

**Spreading the Soft Power in Chinese Culture**

↙  
cognition  
& identity

↓  
humanistic  
& scientific  
quality

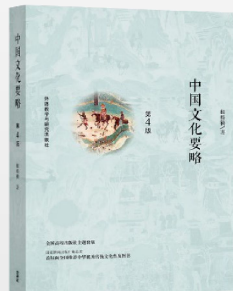
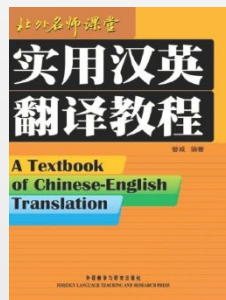
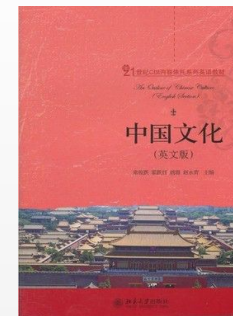
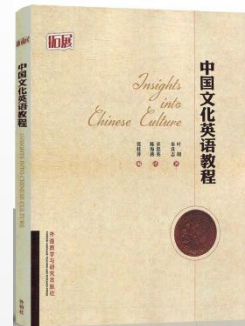
↓  
language  
output

↘  
autonomous  
learning  
methods

# → Teaching Analysis

## About teaching materials

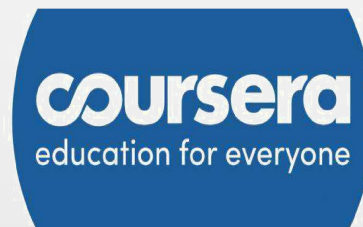
### Reference books



# Teaching Analysis

## About teaching materials

Online resources



# Course Design

## Teaching contents

Chapters

Translation Skills

**Chap 1** Folk Arts & Crafts  
**Chap 2** Quintessence of Chinese Culture

**words**

Literal & Free Translation  
Proper nouns Translation  
Neologism & Coin words .....

**Chap 3** Traditional Festivals  
**Chap 4** Science & Technology

**phrases**

Word-matching & Collocations  
4-character proverbs  
Idioms .....

**Chap 5** Classics of Chinese Literature  
**Chap 6** Philosophy & Education

**sentences**

Clause order  
Passive voice  
Appositive-clause .....

**Chap 7** Places of Interest in China  
**Chap 8** World Heritage in China

**context**

Sentence group  
Coherence  
Ellipsis .....

# Course Design

Teaching Methodology

Blended Learning

**Online**  
before/after class  
**PBL**  
Project-based Learning

**High-quality  
course**

**Face-to-face**  
in class  
**POA**  
Production-oriented Approach

**Challenging**

+

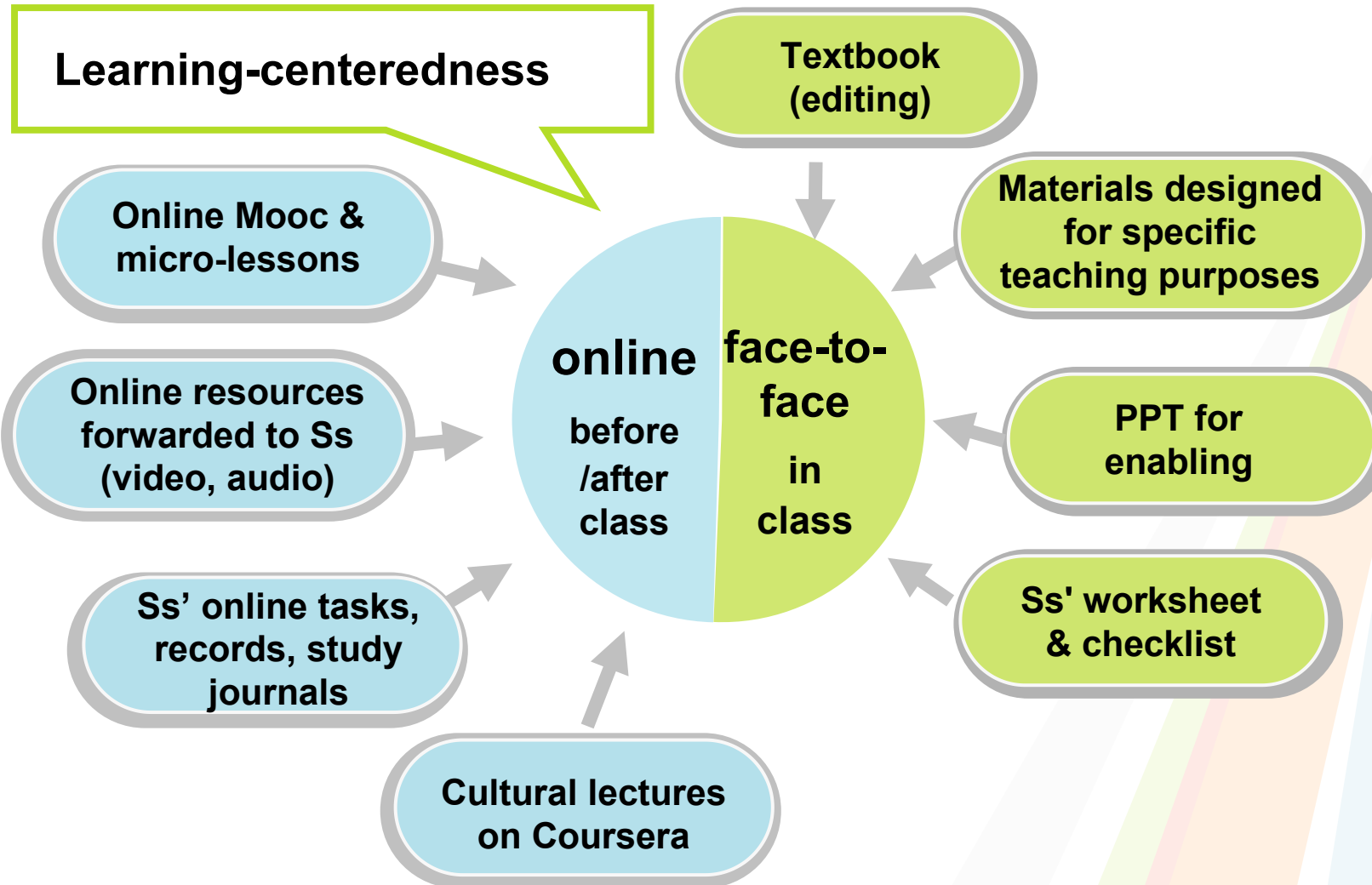
**Innovative**

+

**Advanced**



## ➔ Course Design

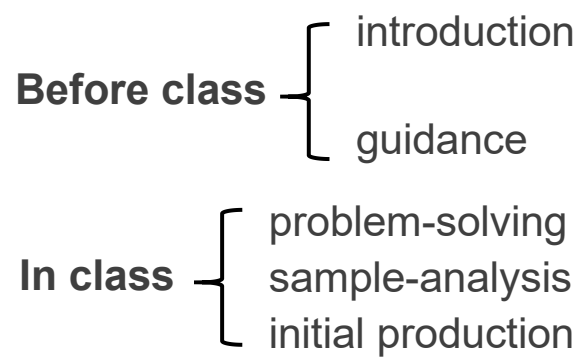


# Course Design

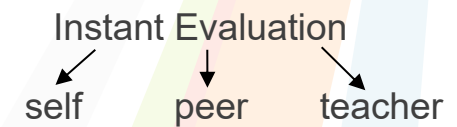
## Teaching Procedures



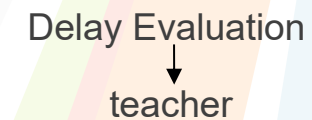
**S**pecific  
**M**otivated  
**A**daptive  
**R**elevant  
**T**ime-bound



Formative assessment (50%)



Summative assessment (50%)



# → Course Design

## Students' Presentation





# Unit Design

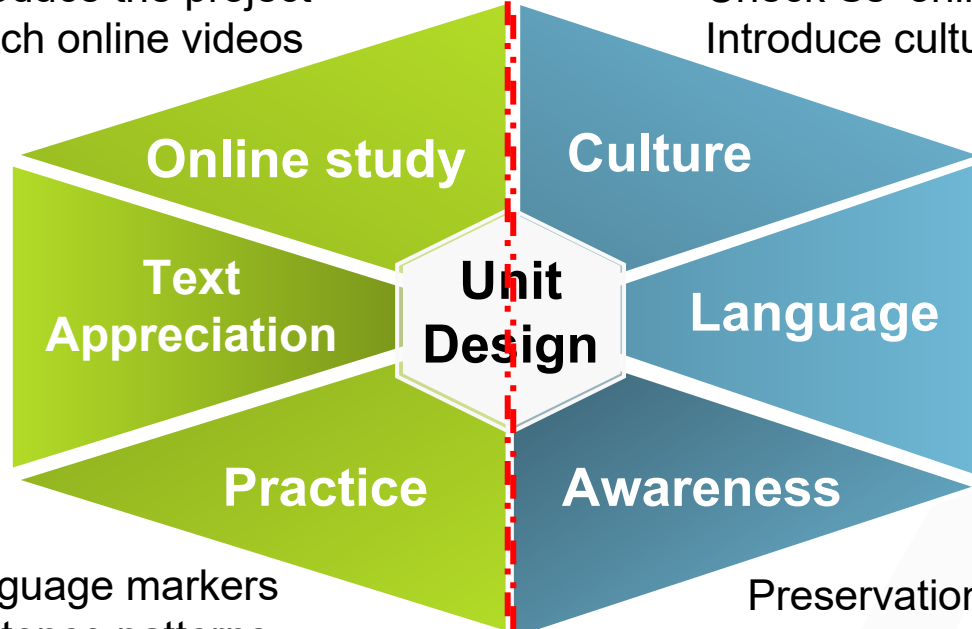
## Chapter 8 World Heritage in China

Major: School of Historical Culture and Tourism Management

**Project:** Complete an application report of World Heritage in China

Introduce the project  
Watch online videos

Check Ss' online study  
Introduce culture info.



Read the material  
Compare & contrast

Coherence & Ellipsis  
Expression banks

Language markers  
Sentence patterns

Preservation awareness  
Social responsibility & identity

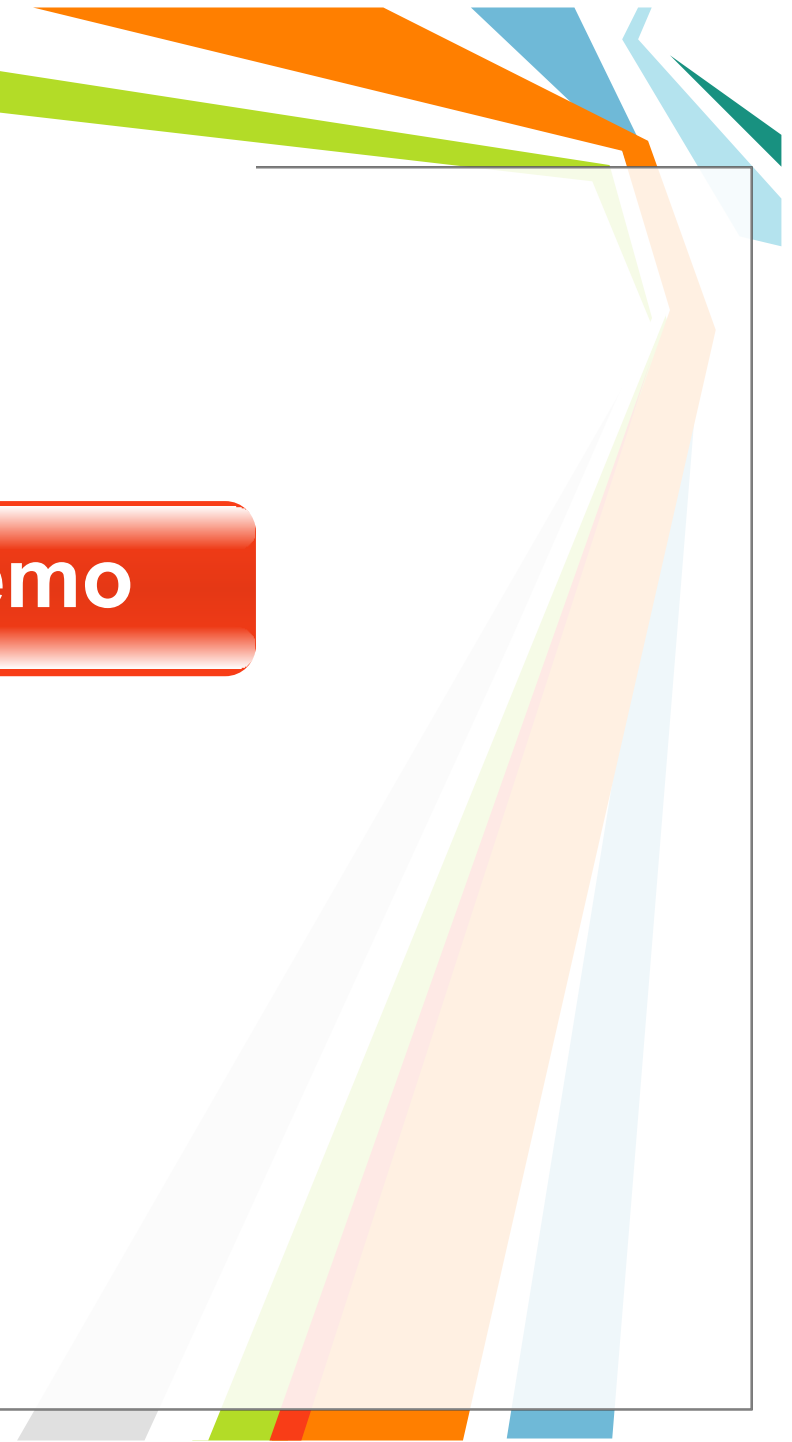
**Autonomous learning**

**Classroom teaching**

**Project Presented**

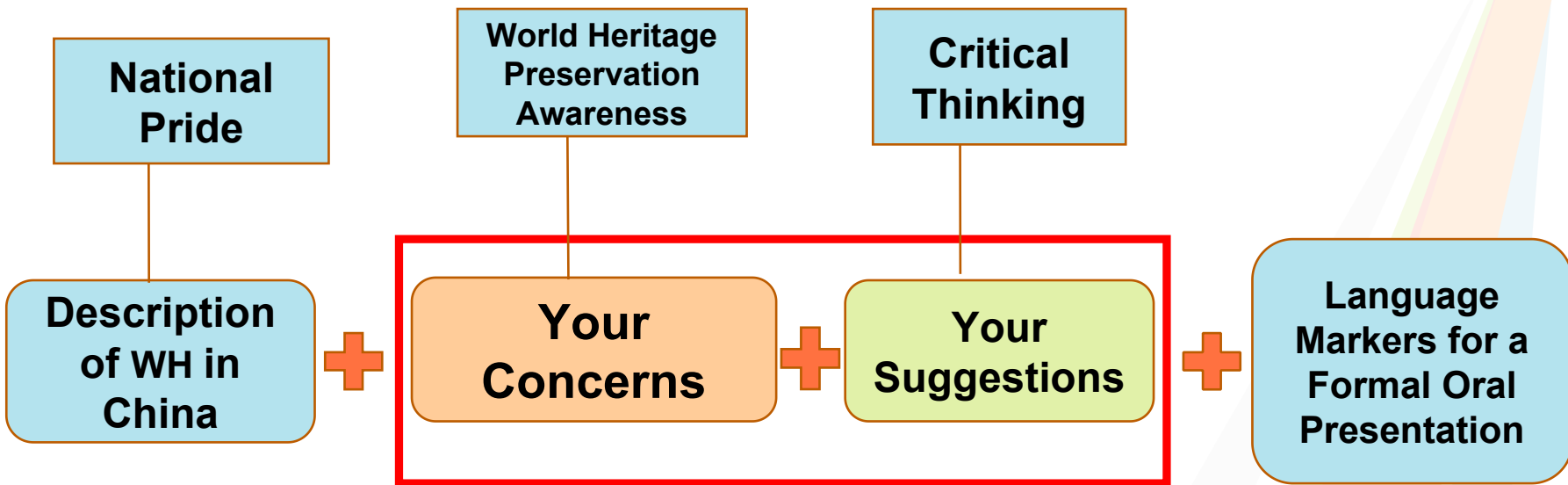


# Teaching Demo



# ➔ Demonstration

## Chapter 8 World Heritage in China



**Make a Presentation at World Heritage Youth Forum**



# ➔ Demonstration

## World Heritage Youth Forum

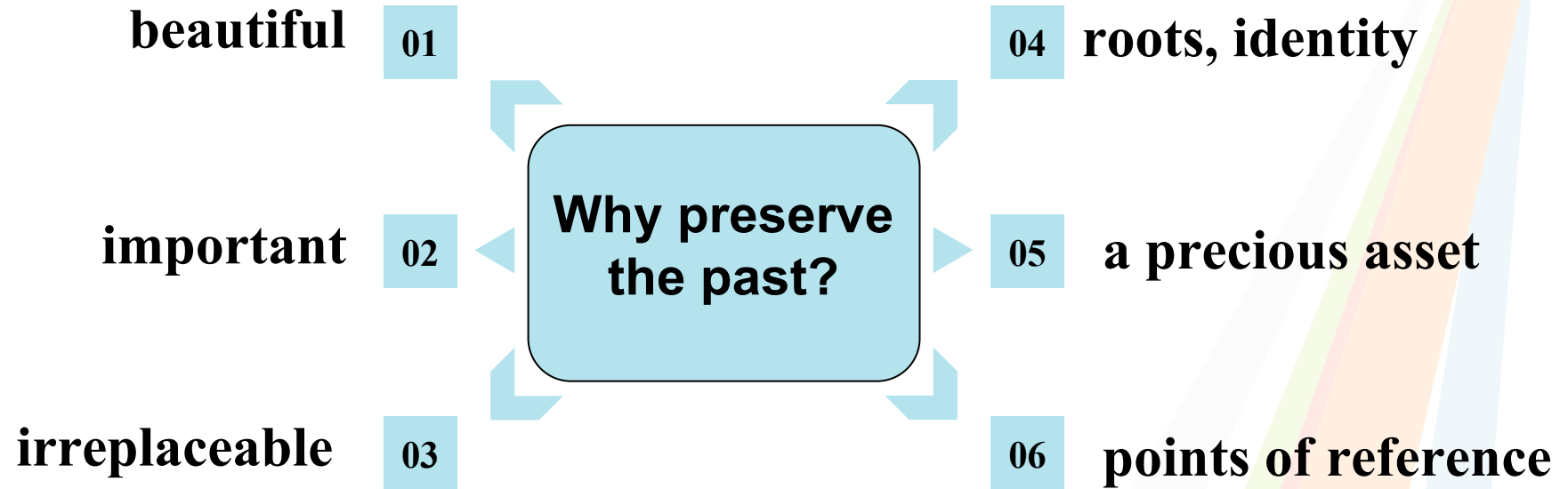


**Why?**



# Demonstration

Voice Your Concerns







# Demonstration

Voice Your Concerns

Questions

- **World Heritage List : Once there, always there?**
- **The List of World Heritage in Danger**
- **Frequently-used vocabulary in news report**



# Demonstration

Voice Your Concerns

Vocab Building





## Demonstration

### Voice Your Concerns

#### Translation Tip

Search for the same topic in the target language

### For cultural properties

#### Ascertained Danger

The property is faced with specific and proven imminent danger, such as:

- serious deterioration of materials;
- serious deterioration of structure and/or ornamental features;
- serious deterioration of architectural or town-planning coherence;
- serious deterioration of urban or rural space, or the natural environment;
- significant loss of historical authenticity;
- important loss of cultural significance.

#### Potential Danger

The property is faced with threats which could have deleterious effects on its inherent characteristics.

Such threats are, for example:

- modification of juridical status of the property diminishing the degree of its protection;
- lack of conservation policy;
- threatening effects of regional planning projects;
- threatening effects of town planning;
- outbreak or threat of armed conflict;
- threatening impacts of climatic, geological or other environmental factors.

# ➔ Demonstration

Voice Your Concerns

Turn and Talk

● armed conflict

● urbanization

● mass tourism

possible threats to the survival  
of heritage

● pollution

● poaching

● natural disasters



# Demonstration

Voice Your Concerns

## NEGLECT





## Demonstration

Voice Your Concerns

### Mass Tourism as an example

Mass tourism can **have serious effects on** the maintenance and conservation of cultural sites (**deterioration** due to the high number of visitors) and natural sites (e.g. introduction of foreign species by tourists, siting of tourist resorts on fragile coastlines, pollution from tourist refuse).

## **Demonstration**

**Give Your Suggestions**

### **Group Work**

- **Plan vacations and visits during the off-peak season, if possible**
- **Visit lesser-known destinations**







# Demonstration

Give Your Suggestions

## ➤ Be a Respectful Tourist

### The ill-behaved tourist



### The respectful tourist

disrespects sites

respects sites

spreads litter

bags it and bins it

damages them with graffiti

leaves no graffiti

makes fun of local traditions  
and customs

respects local traditions and  
customs



## ➔ Demonstration

Give Your Suggestions

### ➤ Virtual Tourism





# Demonstration

## Give Your Suggestions

### Sentence Patterns

- **As is known to us all,....**
- **It's a useful way to ....**
- **It is well believed that... is acceptable.**
- **In order to..., we can....**
- **It's advisable to....**
- **Considering..., there are some suggestions.**
- **We have figured out some ways to....**
- **More and more advice has been brought to our attention, one of which is ....**



# Demonstration

Now You Try



1

**Focus on  
one or two  
threats**

2

**Describe  
the fact(s)**

3

**Give your  
suggestions**

## **Demonstration**

### **Task**



**Prepare a presentation about a heritage site at the World Heritage Youth Forum on behalf of China**



Beijing World  
Heritage Youth  
Forum.  
© UNESCO

An abstract graphic featuring a central point from which several colorful rays (green, orange, blue, grey) extend outwards. The background is a light grey grid with faint binary code (0s and 1s) scattered across it. On the right side, there is a small line graph with two lines, one orange and one blue, showing an upward trend. The text "Thank You!" is prominently displayed in the lower right quadrant.

**Thank You!**