

2021

——*FLTRP Star Teacher Contest*——

外研社 “教学之星” 大赛

全国总决赛

1 Teaching Context



2 Teaching Design

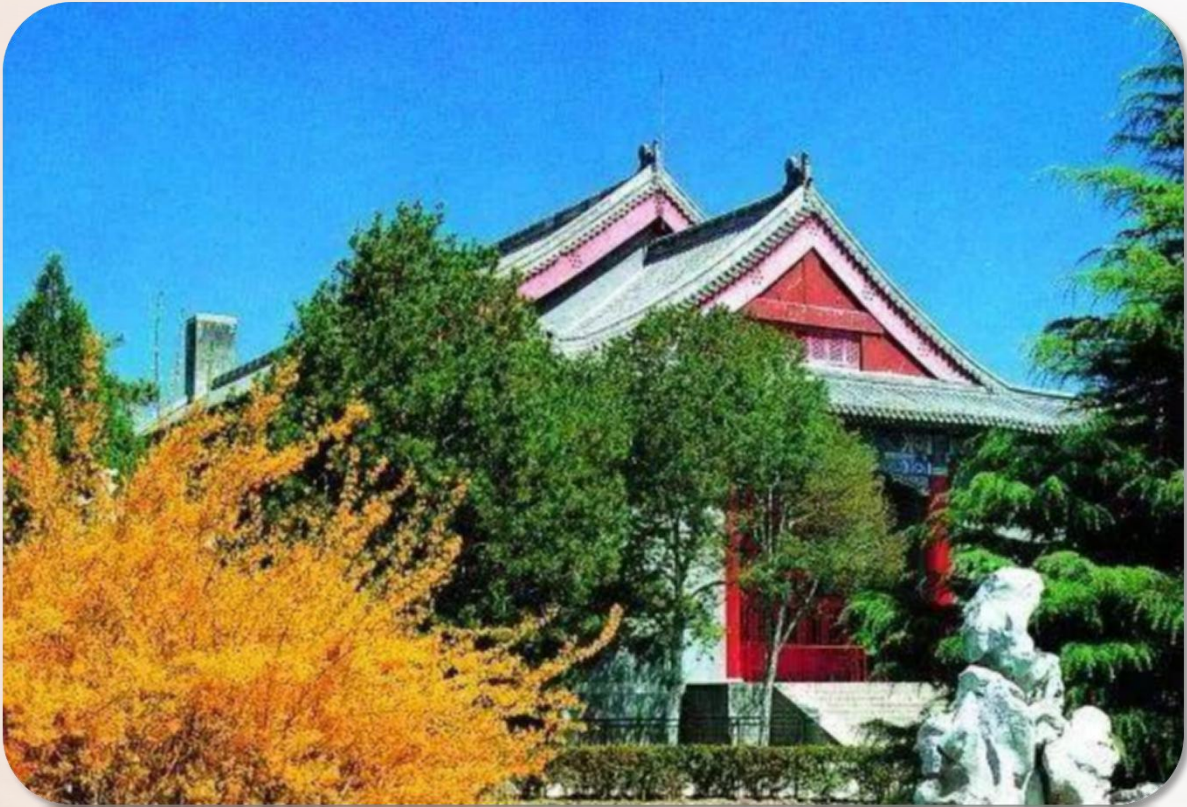
3 Teaching Materials

01

Teaching

Context

1.1 University



a comprehensive university



distinctive ethnic characteristics

1.2 Targeted Students

**level 4-5 in
CSE**



**weak in speaking,
writing & critical
thinking**

**first-year
non-English
majors**

digital natives

1.3 Text



New College English
(4th edition) Book 1



Unit 8 Communication
at Your Fingertips

02

*Teaching
Design*

2.1 Teaching Objectives

► Language & Skills ◀

- Grasp topic-related words and expressions.
- Analyze benefits and problems of social media dialectically.
- Use anecdotes to illustrate one's points.

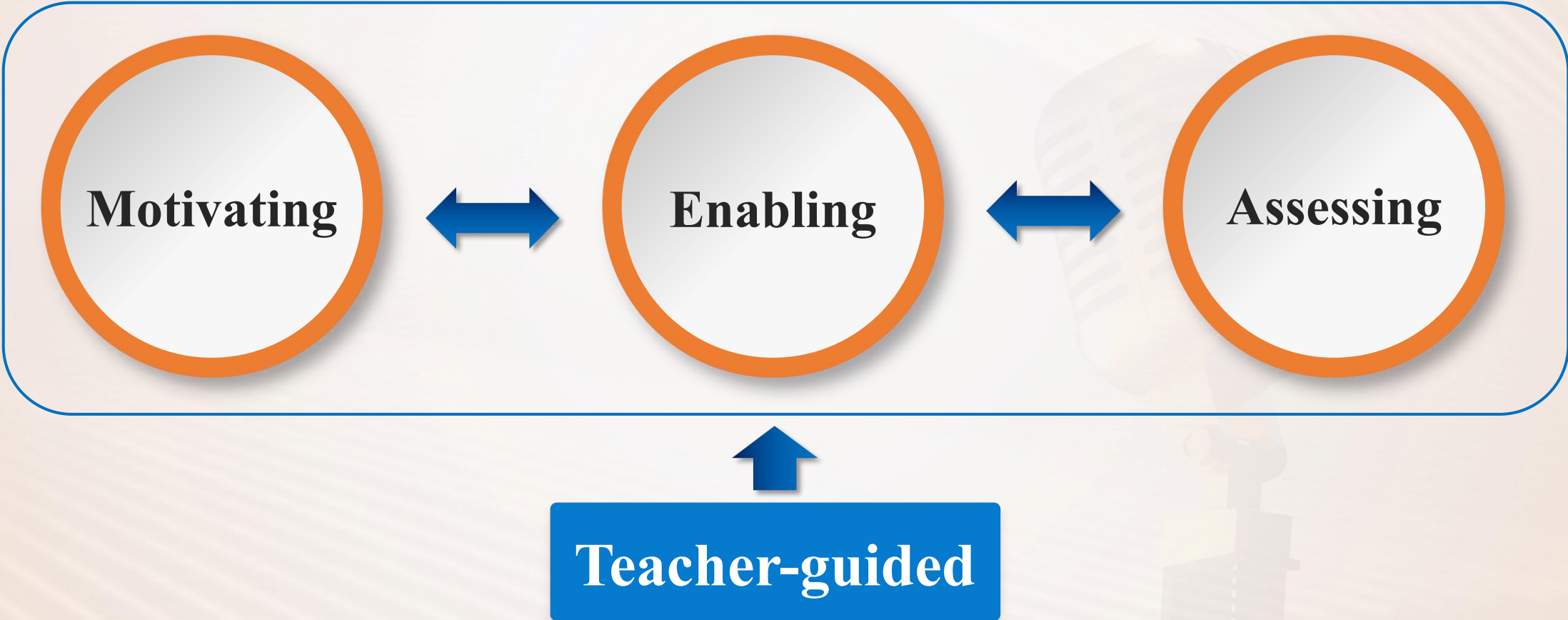
► Moral Education ◀

- Build a harmonious interpersonal relationship through social media.
- Cultivate healthy habits for personal growth.
- Boost cultural confidence.

Teaching objectives of the demo class

2.2 Teaching Methodology

Production-Oriented Approach



2.3 Teaching Procedure

A SCENARIO



The International Youth Conference on Information Technology

A speech entitled “Social Media, Intimacy or Isolation?”

2.3 Teaching Procedure

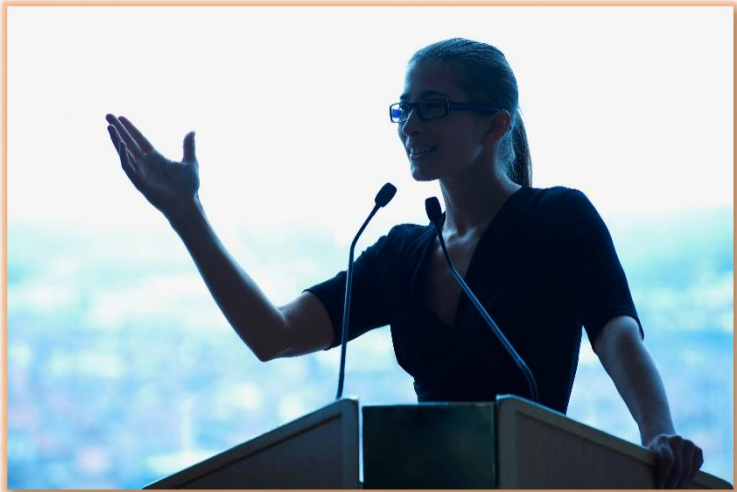
Enabling stages	Focus of scaffolding	Details of scaffolding	Sub-tasks	Assessment
Stage 1 (Session 1)	Language input	<ul style="list-style-type: none"> ● Topic-related words and expressions of Reading 1 & 2. ● Text structure of Reading 1 & 2. 	A mind map on the positive & negative effects of social media	◆ Peer assessment
Stage 2 (Session 2)	Critical thinking	<ul style="list-style-type: none"> ● A debate on the positive & negative effects of social media. ● How to make the best out of social media. 	The first draft of the speech	◆ iWrite
Stage 3 (Session 3)	Speech writing strategy	<ul style="list-style-type: none"> ● How to use anecdotes to illustrate one's points. 	The second draft of the speech using anecdotes	◆ Teacher-Student Collaborative Assessment (TSCA)

2.4 The Demo Class

Difficult point



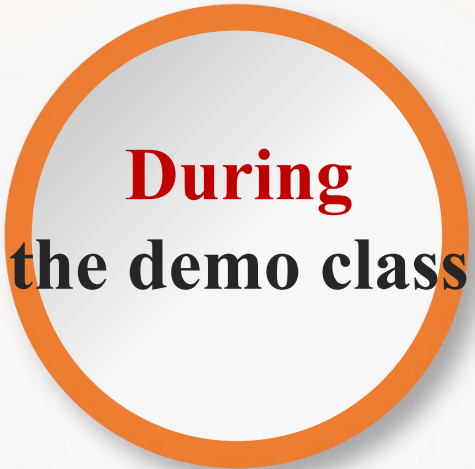
- ▶ To make the speech more interesting and convincing.
- ▶ To make students understand deeply how social media influence their lives.



2.4 The Demo Class



- Finish the first draft of the speech & upload it to Unipus.



- The definition of anecdotes
- The functions of anecdotes
- The 3 principles of using anecdotes
- Use an anecdote to illustrate one's point.



- Write the second draft of the speech using anecdotes.

2.4 The Demo Class

Teacher-Student Collaborative Assessment

Principles	Requirements	1	2	3	4	5
Briefness	The story is short.					
Relevance	The story addresses the point.					
Descriptive-ness	The story contains sensory details.					
	The descriptive words in the story are used accurately.					



Output: Using an anecdote to illustrate your point

03

*Teaching
Materials*

8 Communication at your fingertips

UNIT

Set the scene

A long time ago, people communicated without the Internet. Even longer ago, people communicated without phones, faxes and had to speak face to face or put pen to paper. However, with the speedy development of technology, we have entered the great information age, also known as the computer age or digital age, where individuals can transfer and communicate information freely, and have instant access to information that would have been difficult or impossible to find in the past. While some people find new forms of communication to be highly beneficial, others don't feel comfortable using them. Differing attitudes aside, we need to learn to reap the benefits of the digital age while minimizing the distraction, alienation, etc. brought about by it.

Learning objectives

Upon completion of this unit, you will be able to:

- talk about various aspects of digital communication and its impact on modern life;
- use an anecdote to illustrate your point in an argumentative essay;
- develop an in-depth understanding of different opinions regarding digital communication and make your own evaluation of these opinions.



Selecting

Revising

Supplementing

3.1 Selecting

Read and write

Use anecdotes to illustrate your point

In argumentative writing, in order to make ideas more convincing, writers sometimes use an anecdote, i.e., a short story based on their personal experience. Effective anecdotes are brief, descriptive, and relevant:

- The anecdotes you choose to share in an argumentative essay should be fairly short in order to keep your readers' attention. Short stories also ensure that you still have space to thoroughly address a topic. To stay brief, remember that it's unnecessary to tell a story from beginning to end. Instead, focus on the most important event while providing just enough context for it to make sense to your readers.
- When including anecdotes, you should also use descriptive writing. You want your readers to be able to use the detail in your essay to paint an image in their mind.
- Be sure that the anecdote you choose to include in your essay is relevant. While the story you describe might be funny or interesting, if it does not address the topic or further the point you are making, it will only be considered a distraction.

P195

Let students know the definition and three principles of anecdotes

3.1 Selecting

- 1 Two events today, although worlds apart, seem closely tied together. And the bond between them is as human as it is electronic.
- 2 First, on my way to the coffee shop, I got a message from my 10-year-old son, just saying good morning and letting me know he was going to a birthday party today. I don't get to see him all the time. He's growing up in two houses, as I did.¹ But recently, I handed down my old iPhone to him so we could communicate with each other when we're apart.
- 3 The amount of calming satisfaction it gives me to be able to communicate with my son through technology is undeniable and human. It's the other side of the "I don't care what you ate for breakfast this morning" argument against the mundane broadcasting of social media. In this case, I absolutely care about this. I'd listen to him describe a piece of bacon and hang on every word. Is it better than a conversation with "real words"? No. But is it better than waiting two more days, when the mundane moment that I long to hear about so much is gone? Definitely yes.

P187 paras. 1-3

**Analyze the
three principles
of anecdotes**

3.1 Selecting

P185

The gentleman makes things his servants;
the petty man is servant to things.
— Xunzi



Reading 1
Is social media the enemy? P187

Reading 2
Why I am not going to buy a cellphone P197

Unit project
Suggestions for a social media app designed specifically for college students P203

Think deeply
about the
relationship
between human
and technology



荀子

荀子(約公元前313-前238),名況,趙國滹水(今山東濰縣)人,時人尊而稱為“卿”,西漢時因避漢宣帝劉詢諱,因“荀”與“孫”二字古音相通,故又稱孫卿。漢魏,故國宋期趙國人。著名思想家、文學家、政治家,儒家代表人物之一,時人尊稱“荀卿”。曾三次出齊國稷下學宮的祭酒,后為楚蘭陵(今山東蘭陵)令。荀子對儒家思想有所發展,提倡性惡論,其學說常被后人拿來跟孟子的“性善說”比較,荀子對重新整理儒家典籍也有相當重要的貢獻。

3.2 Revising

Step

1

In Paragraphs 2 and 3, the author uses an experience of his own to illustrate how social media benefits people who are apart. Now read these two paragraphs again and analyze the effectiveness of this anecdote in terms of whether it is brief, descriptive, and relevant. Share your view with a partner.

Step

2

In the passage, the author argues that people are worried that some romantic rituals of relationship and social interaction might die in the age of social media. Personally, do you think letter-writing is going to disappear in the age of social media? What anecdote(s) would you use to back up your point of view? Brainstorm in groups and evaluate your ideas according to the principle of being relevant.

Step

3

Write an essay of no less than 80 words on the topic "Will letter-writing disappear in the age of social media?" Include in your essay an anecdote that you have discussed, or come up with a new one, to illustrate your point. Bear in mind the principles of being brief and descriptive.

Serve the final production

② Use an anecdote to illustrate one of the points in your first draft. Pay attention to the 3 principles of anecdotes.

③ Write the second draft of the speech.

3.3 Supplementing



Two TED talk videos



Some pictures for better understanding of anecdotes



New College English (4th edition)

Reference

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- 教育部考试中心. 中国英语能力等级量表 [S]. 高等教育出版社, 2018.
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Using Anecdotes

to Illustrate Your Point





1 Review

2 What is an anecdote?

3 How to use anecdotes?

4 Wrap-up

01

Review

Social Media, Intimacy or Isolation?

too many explanations

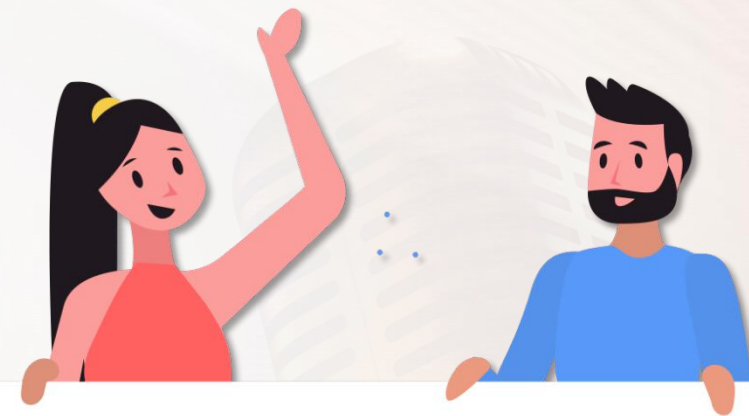


Social media: Intimacy or Isolation? (V3)

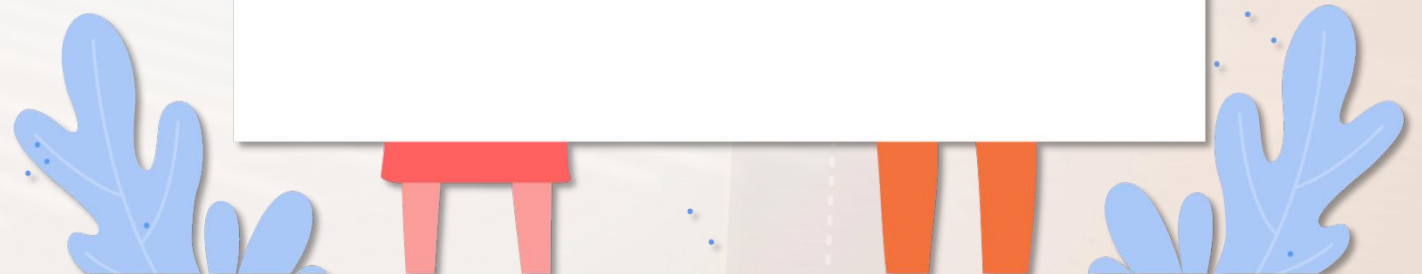
Nowadays, with the rapid development of IT, networks enclose our life almost thoroughly. One can reconnect with old schoolmates, via we-chat or Facebook. So what about meeting new friends? To meet this demand, recently many Chinese social networking sites come into being. Social networking sites have began to influence our life in a good variety of ways. To begin with, social networking sites connect people who are apart by ruthless reality. It's a tool to make people more human. If you have an overwhelming burden, you can use your smartphone to call for help. Secondly, social networking sites provide us with daily life topics. It will capture our attention with the most dumbfounding tidbits of gossip and entertainment news which are actually figments from the virtual world. It makes a most trendy person be always in the know. Thirdly, social networking sites promote ways of social dating. Those who are busy can now extend contacts outside their relatively small friend circles. What calls for special attention, however, is that social networking sites bring temptation and indulgence at the same time. If we are obsessed with either of them in grain, you will miss out on so much good in the world.

Obviously if we ignore the problem, chances are good that time will be idled away. Is social networking sites intimacy or isolation. It is a seemingly conflict. However, if we have a good control of ourselves, we will appreciate social networking sites both physically and psychologically undoubtedly.

*How can we illustrate
our points vividly and
effectively?*



Anecdotes



02

*What is an
anecdote?*

I recruited a goalie from Colombia,
有一年我从南美洲的哥伦比亚招了一个守门员，

Anecdotes



short stories



failures



obstacles



happiness



lucky breaks

- Resonate deeply with the audience



short stories



03

*How to use
anecdotes?*

Read Paragraphs 1-2 and answer my questions.

Paras. 1-2

- 1 Two events today, although worlds apart, seem closely tied together. And the bond between them is as human as it is electronic.
- 2 First, on my way to the coffee shop, I got a message from my 10-year-old son, just saying good morning and letting me know he was going to a birthday party today. I don't get to see him all the time. He's growing up in two houses, as I did.¹ But recently, I handed down my old iPhone to him so we could communicate with each other when we're apart.

Para. 2

Anecdotes



brief



Anecdotes



brief



relevant

father



son

They have to be separated.

Main point

Social media is human to those apart.

be relevant to

Instant messages make them happy.





brief



relevant



descriptive

Para. 3

“I’d listen to him describe a piece of bacon and hang on every word.”



**How to make
your description
more vivid?**



Descriptiveness

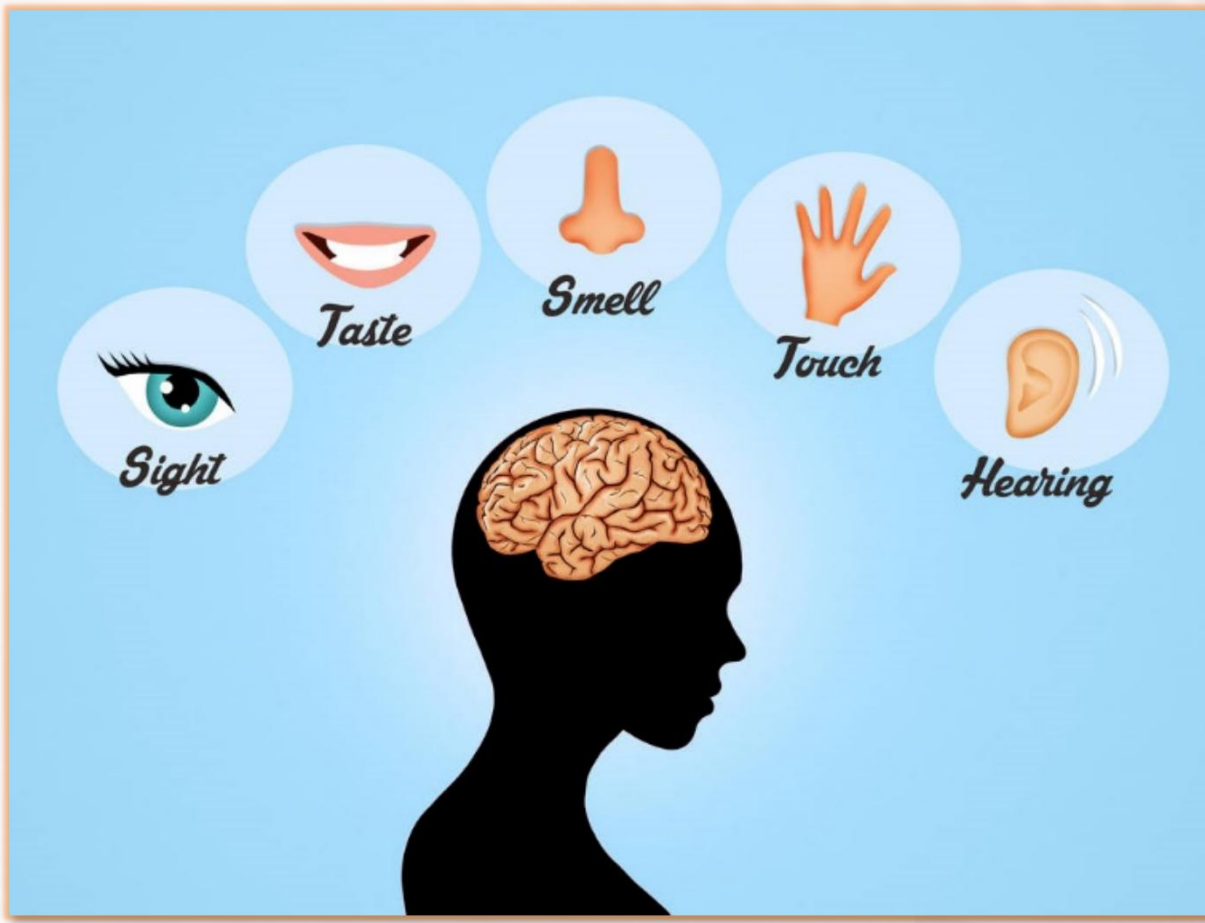


- He is **standing restlessly**. This person thought everyone must have **heard his heart pounding**. He is **wiping the sweaty forehead** with a handkerchief.



➤ He is very nervous.

Sensory details



Source Material from the Internet



actually there is an incredible social transformation.



Social media enables intimacy

sneaks away from the oven

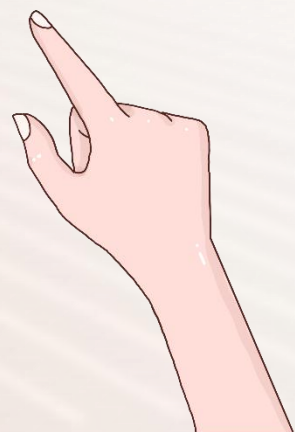
cleans his hand from flour

calls his wife

actually there is an incredible social transformation.

Three Principles

brief



relevant



descriptive



Practice time

Unit project:
A speech entitled
“Social Media,
Intimacy or Isolation?”

Oral task:
Use an anecdote to
illustrate one of
your points.



Sentence patterns

- Once upon a time...
- It's an interesting story...
- It was ...years ago,
- I can still remember the day I ...
- I'd like to share with you a story....
- It all started when I ...
- Every time I..., I ...

Work in groups and choose the best one based on the following checklist.

Principles	Requirements	1	2	3	4	5
Briefness	The story is short.					
Relevance	The story addresses the point.					
Descriptiveness	The story contains sensory details.					
	The descriptive words in the story are used accurately.					

1-Poor, 2-Fair, 3-Satisfactory, 4-Good, 5-Very good

Group One's report

Social media help us to express our love and care.

04

Wrap-up



君子役物，小人役于物。

---荀子

The gentleman makes things his servants; the petty man is servant to things.

---*Xunzi*

Homework

Please write the second draft of the speech and use anecdotes to illustrate your points.



THANKS

THANKS

THANKS