

外研社 “教学之星” 大赛

**A CASE OF
LANGUAGE AND MORAL TEACHING**

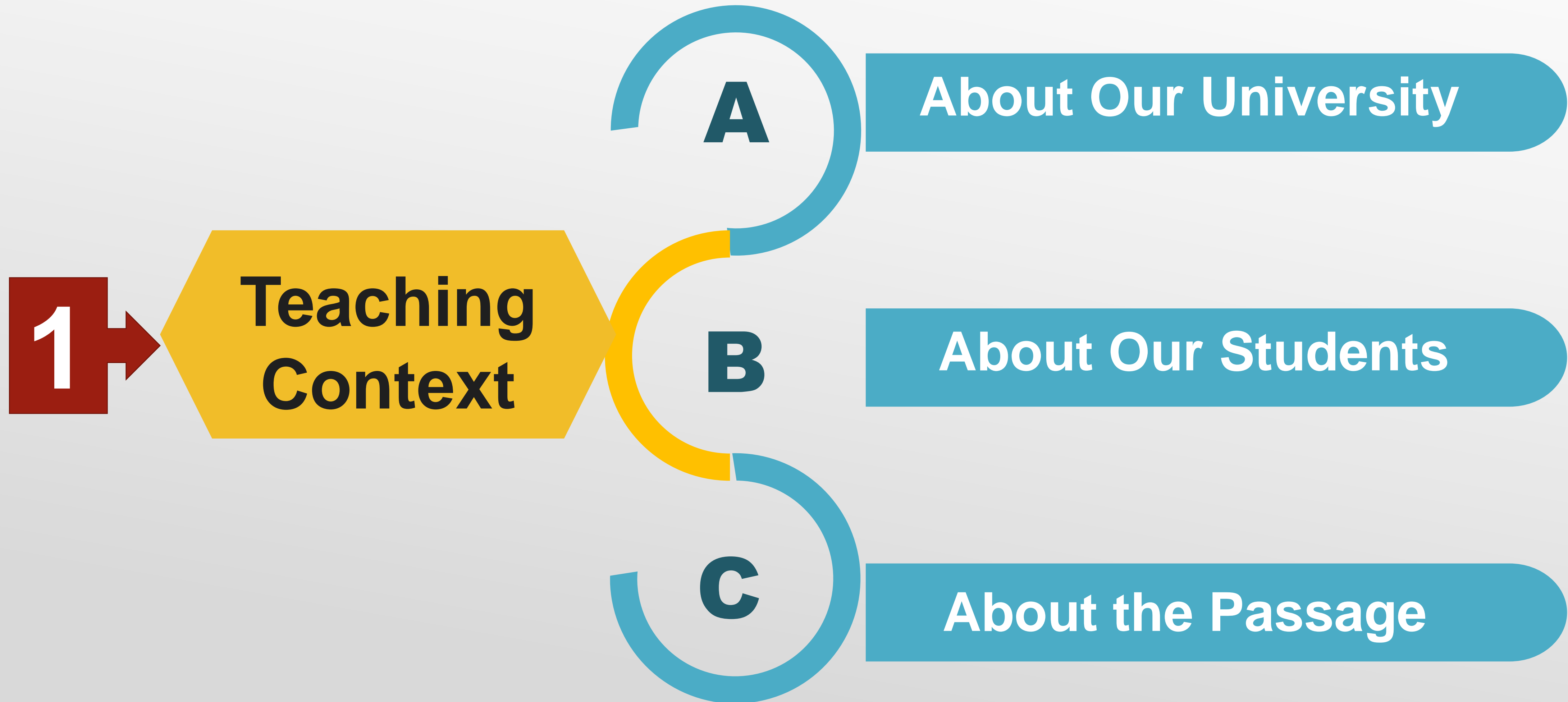
August, 2020

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**Teaching
Context**

**Teaching
Design**



University

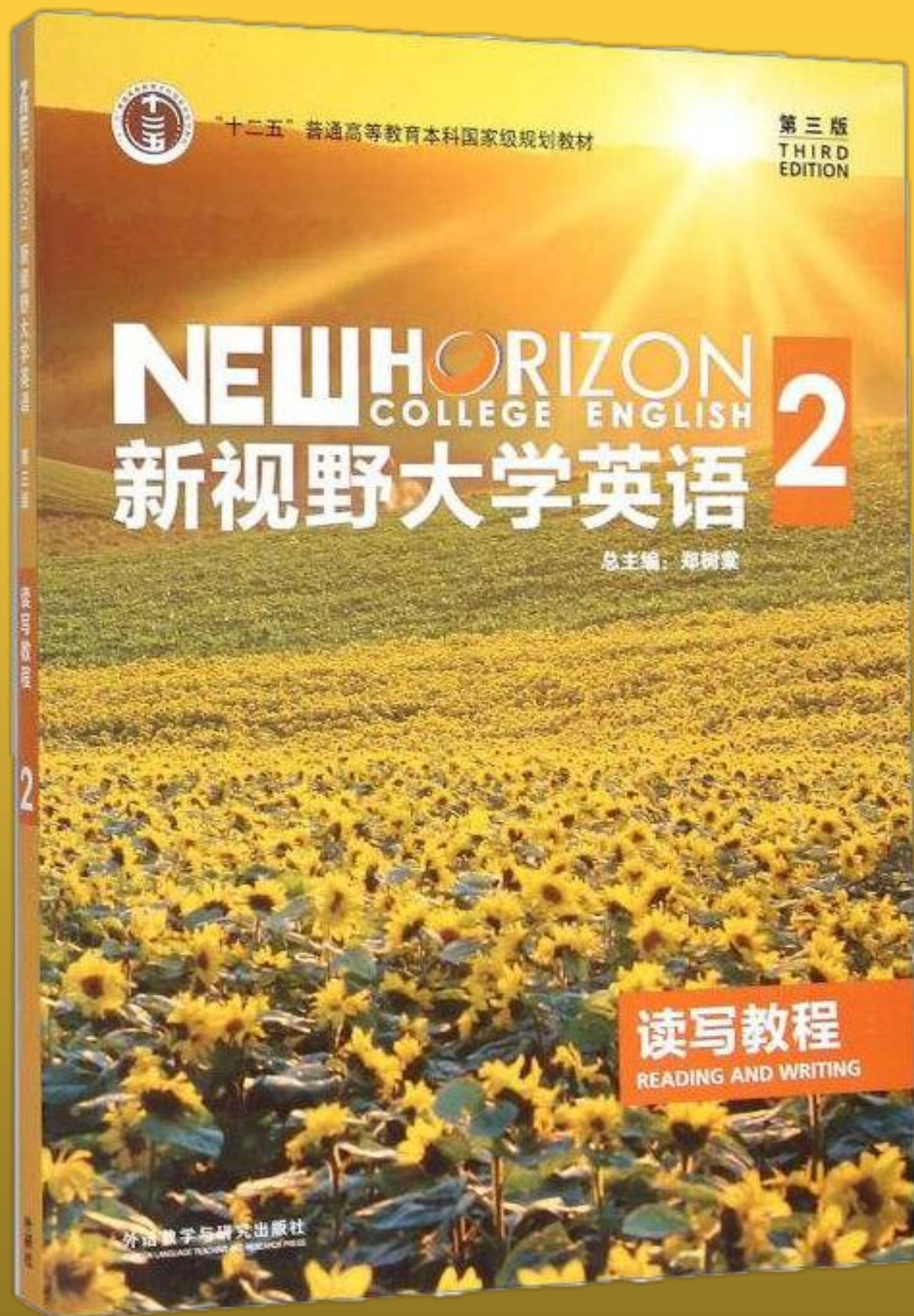


A university of finance and economics with the striking characteristic of wealth management

Students



- Studying at International Business College
- Majoring in business
- Aiming at studying abroad



Passage

Unit 5 Section A

Spend or save – The student's dilemma

2

Teaching Design

Teaching Design

01

Teaching Objectives



02

Teaching Procedures



03

Teaching Assessment



Teaching Objectives

1 Course Objectives

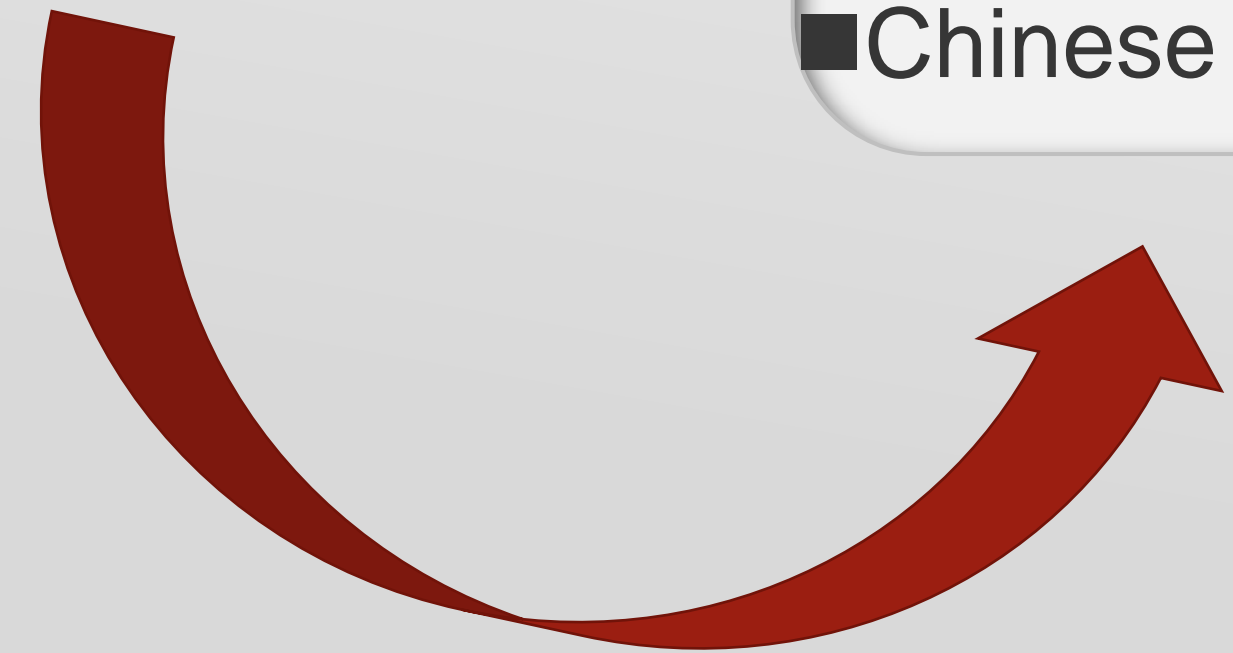
- Ability to use language
- Positive outlook on world, life and values
- Patriotism

2 Unit Objectives

- Vocabulary, sentence structures and writing skills
- Rational attitude towards money
- Chinese stories

3 Demo Objectives

- Subject-by-subject comparison /contrast writing mode
- Positive outlook on saving and spending
- “Average people, great love ” : love ourselves, love others and love our country



Teaching Procedure

Based on Production-oriented Approach (POA)

Motivating

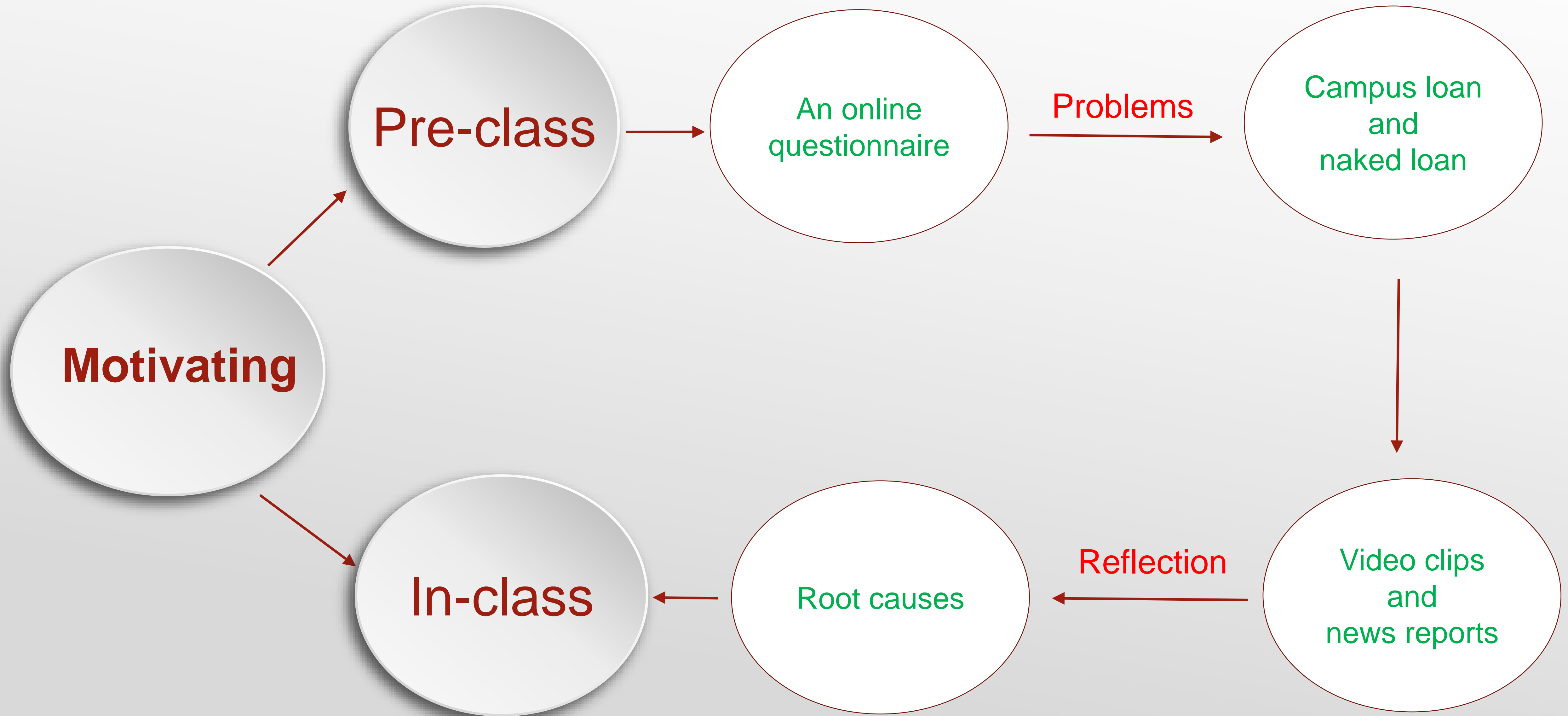


Enabling



Assessing

Teaching Procedure



Teaching Procedure

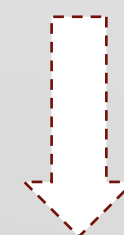
Motivating



**Production
Task**

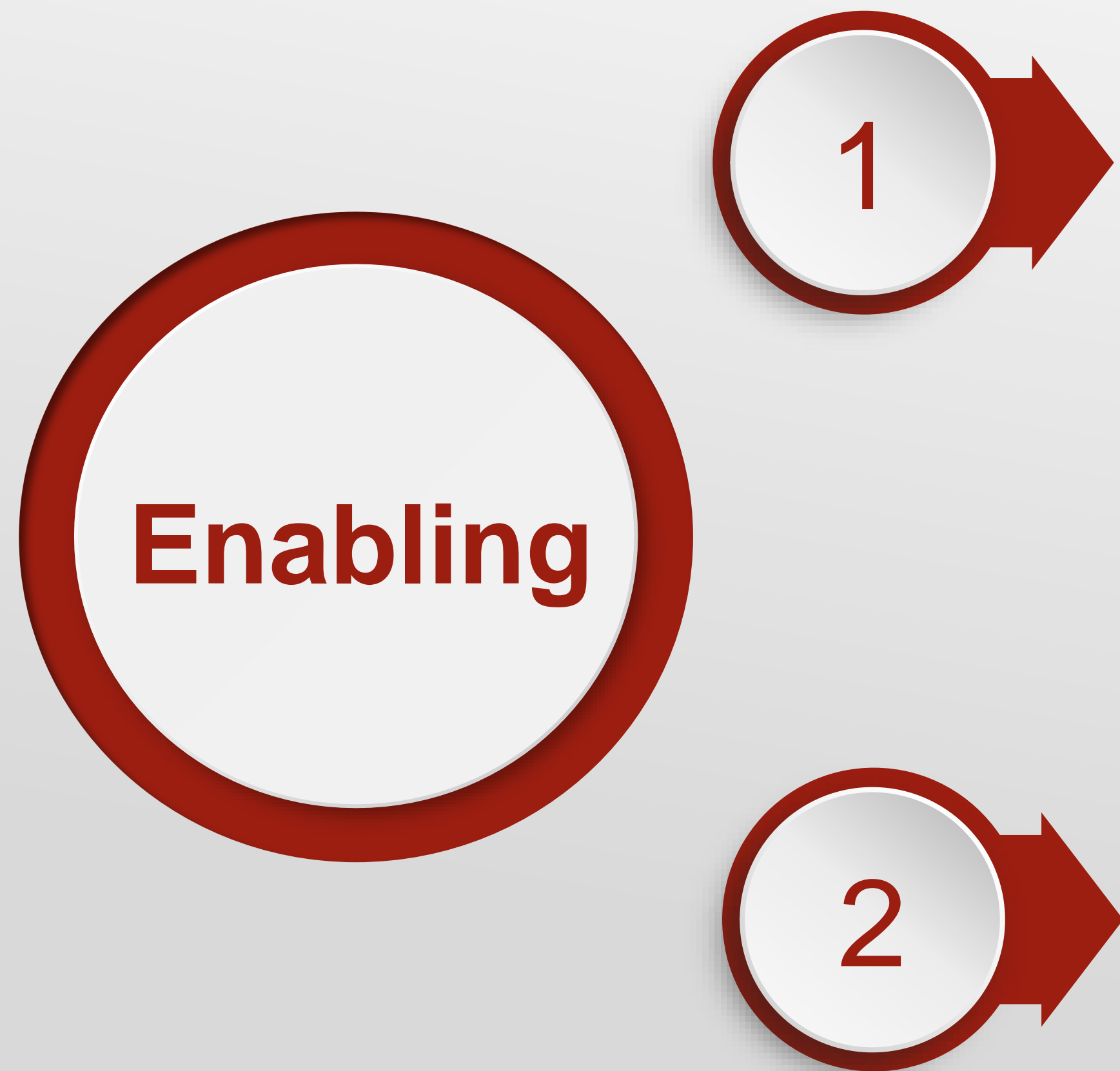


Writing: Love Ourselves, More or Less?



Ultimate task of this unit: Recording a Vlog

Teaching Procedure



Teacher-directed Enabling

Task 1 Explaining subject-by-subject contrast / comparison writing mode and asking students to finish the writing task after class

Task 2 Clarifying the positive outlook on money by showing a video clip about an old man who donates a year's income to people in Wuhan

Self-directed Enabling

Task 1 Learning how to use subject-by-subject contrast / comparison writing mode

Task 2 Developing positive outlook on money by discussing and remarking on the two video clips

Teaching Assessment



Peer Assessment

Peer-reading evaluation in small groups

Formative assessment



Teacher's Assessment

Instantaneous assessment: Q&A in class

Delayed assessment: Writing

Summative assessment

Teaching Assessment

Assessment on the writing (Production task)

- Whether following the criteria for CET-4 writing
- Whether using subject-by-subject comparison/contrast writing pattern reasonably
- Whether showing positive outlook on saving and spending

Highlights

- 1 Advanced teaching methodology: Production-oriented Approach
- 2 Clear objectives of teaching language and educating students
- 3 Nice match between the teaching context and the teaching materials

References

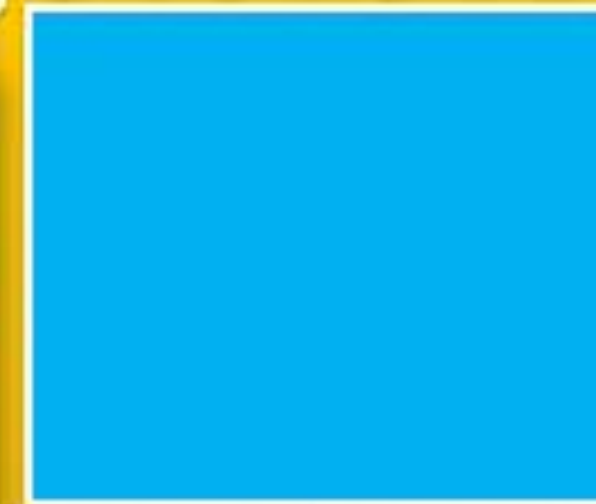
- [1] 邱琳, “产出导向法”促成环节设计标准例析[J], 外语教育研究前言, 2020,(2): 12-19.
- [2] 文秋芳, 构建 “产出导向法” 理论体系[J], 外语教学与研究, 2015,(4): 547-558.
- [3] 文秋芳, “产出导向法” 教学材料使用与评价理论框架[J], 中国外语教育, 2017,(2): 17-23.
- [4] 文秋芳, “师生合作评价” : “产出导向法” 创设的新评价形式[J], 外语界, 2016,(5): 37-43.
- [5] 外语教学与研究出版社, 中国电化教育, 中国大学生英语写作能力报告(2020)[R], 2020, 57-60.

Thank You



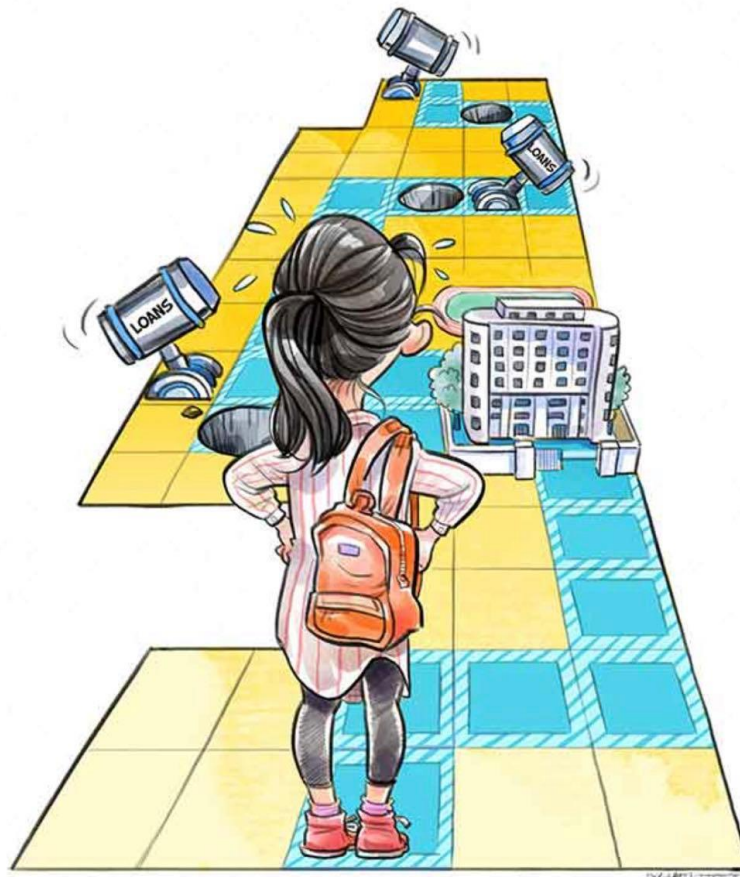
Unit 5 Section A

Spend or save – The student's dilemma



Students, beware of loan sharks on campus

By Wang Shujun | China Daily | Updated: 2018-09-03 07:05



Campus loan generally refers to a loan given to a college student on the campus, but it is in essence a private loan. Internet lenders, most of whom are loan sharks, offer such loans to students who need the



Why

are many college students
constantly trapped in such risky
situations?

Task

Writing.

Directions: You are expected to write a composition on the topic of ***Love Ourselves, More or Less?*** You should state your opinions clearly by using subject-by-subject pattern. You should write at least 120 words.

Writing Mode Analysis — Contrast

point-by-point



Point a

1. Item A
2. Item B

Point b

1. Item A
2. Item B

Point c

1. Item A
2. Item B

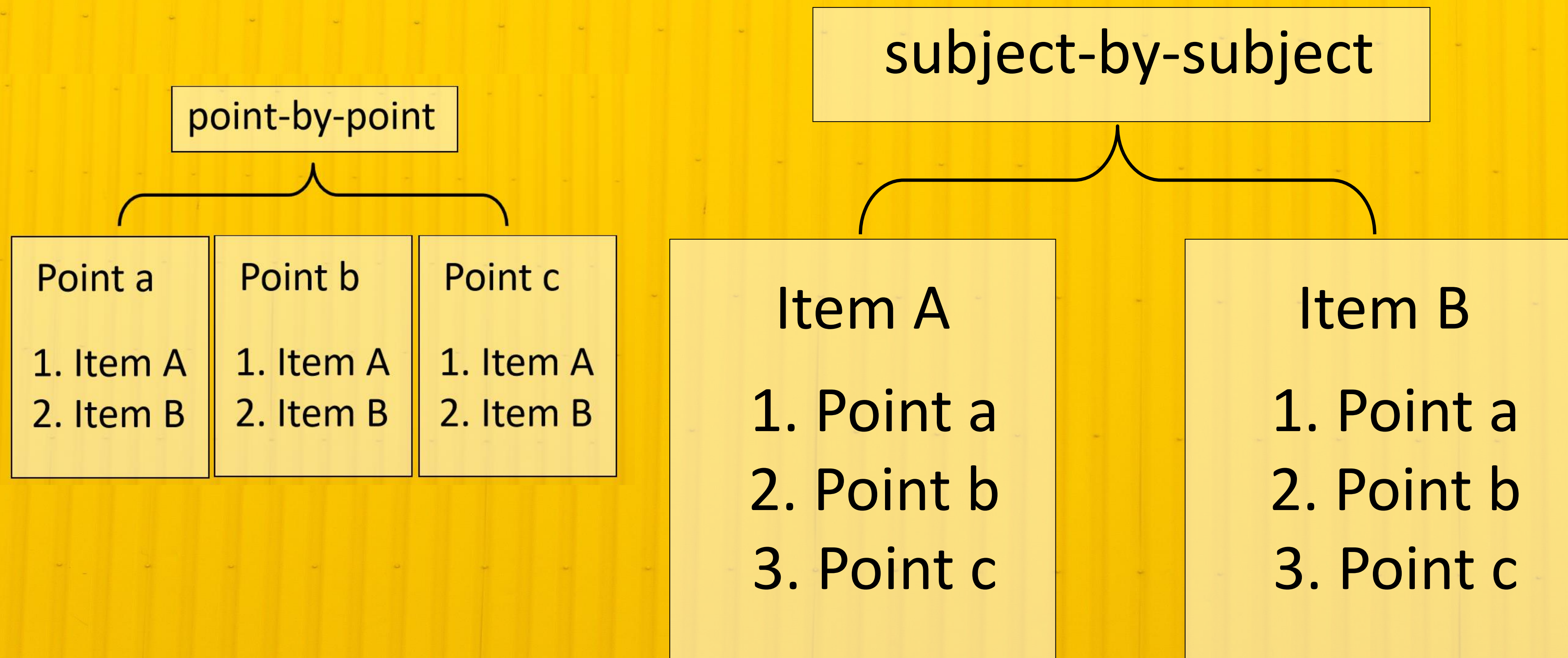
Contrast — Subject-by-subject pattern

The paradox is that every day we get two sets of messages at odds with each other.

(Para. 3) ... The other we could call an “upright” message, which urges us, “Work hard and save. Suspend your desires. Avoid luxuries. Control your appetite for more than you truly need.” This message comes to us from many sources: from school, from parents, even from political figures referring to “traditional values”. Hard work, family loyalty, and the capacity to postpone desires are core American values that have made our country great.

(Para. 4) But the opposite message, advertising's permissive message, is inescapable. Though sometimes disguised, the messages are everywhere we look: on TV, in movies, on printed media and road signs, in stores, and on busses, trains and subways. Advertisements invade our daily lives. We are constantly surrounded by the message to spend, spend, spend. Someone recently said, “The only time you can escape advertising is when you're in your bed asleep!”

Writing Mode Analysis — Contrast



Practice

China has 5,000 years of civilization. It has prospered numerous times throughout history and used to be the richest and most powerful country in the world. But in modern times, China lagged behind developed countries for all kinds reasons. The whole nation harbors a common dream which is stated clearly by General Secretary Xi Jinping in his phrase “to achieve the great rejuvenation of the Chinese nation”. To realize this dream, everyone’s power must be condensed and every person’s intelligence and wisdom must be utilized, striving towards one direction.

In contrast, the United States has a short history of only 244 years. And the American dream focuses on individual success, emphasizing that everyone can achieve his success through his own efforts no matter where he is born or what his social status is. Everyone strives for himself, pursuing individual prosperity and happiness.

Spend?

OR

Save?

For what?

Spend?

OR

Save?

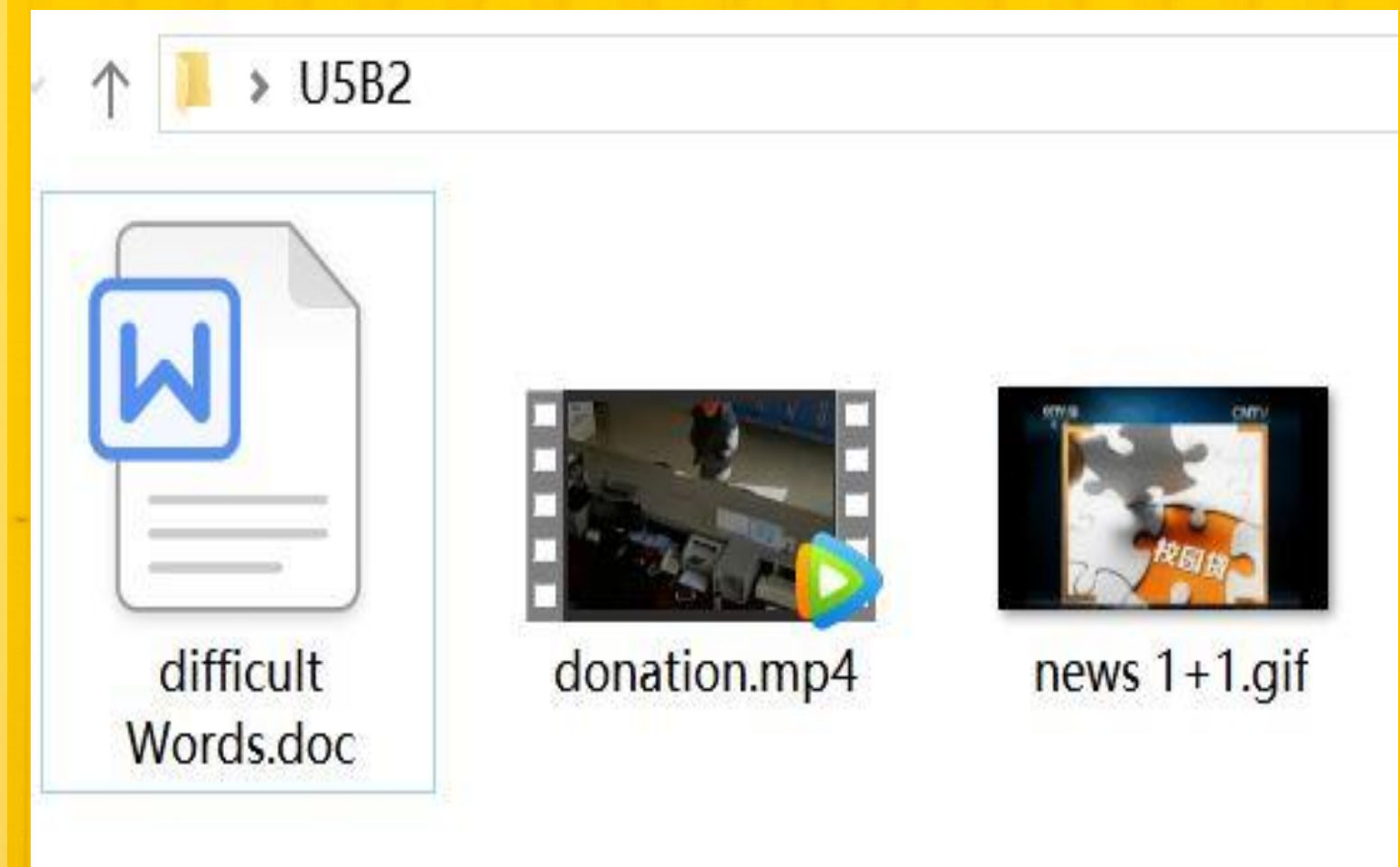
For what?

HUAWEI

Task—Writing.

Love Ourselves, More or Less?

1. Compare and contrast the two video clips (reasons, results...) and then express your own opinion.
2. Use subject-by-subject pattern.
3. Use proper cohesive devices (in contrast, however, to sum up...).
4. 120-150 words.
5. Upload it to QQ group by Friday.



Score	Criteria for Evaluation
13-15 points	Clear thought, smooth and coherent text with no or very few small mistakes
10-12 points	Clear thought, coherent text, with some small language mistakes
7-9 points	Basically relevant to the point, not clear thought, barely coherent text with a lot of language errors, some of which are serious mistakes
4-6 points	Basically relevant to the point, not clear thought, poor coherence with many serious language errors
1-3 points	Disorganized points, wrong sentences with many serious language errors
0 point	Not relevant to the topic

A yellow tram is moving along a narrow, cobblestone street in a city. The tram is the central focus, with a white roof and a yellow body. It has a single round headlight and some graffiti on its side. The street is flanked by buildings with balconies and street lamps. In the background, a person is pushing a stroller. A large black box with the text 'THANK YOU' in white is overlaid on the center of the image. The scene is lit with warm, golden light, suggesting late afternoon or early morning.

THANK YOU