

打造文化类大学英语“金课”的设想

——以《跨文化交际：中英文化对比》课程为例

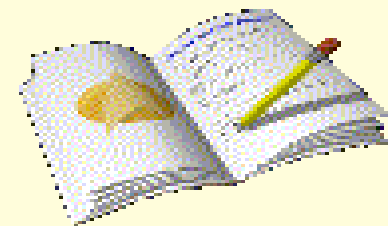
张桂萍 博士/教授

中国音乐学院 教育教学中心



提纲

- ◆ 导言：文化类英语课程的必要性、《跨文化交际：中英文化对比》教材的编写理念与特点
- ◆ 《跨文化交际：中英文化对比》与“金课”的“两性一度”
- ◆ 打造《跨文化交际：中英文化对比》课程“金课”的设想
- ◆ 结语：打造《跨文化交际：中英文化对比》金课的材料基础已经具备！



1. 文化类英语课程的必要性 (1)

- ◆ 国家对跨文化交际人才的需求
- ◆ 《大学英语教学指南》的要求
- ◆ 大学英语教学改革的需要
 - 大学英语课程“质量革命”的一种举措
 - 提高学生英语学习动机的需要
 - 大学英语教师的一种轻松愉快的“转型”
 - 提高大学英语教学效率的需要



“到2021年…我们希望‘金专’、‘金课’在高校随处可见，‘水专’、‘水课’、‘水师’在学校无处安身。”（教育部高教司吴岩司长（2019.4））

“语言与内容融合式学习”（CLIL）是学习外语取得进步的一个极好的方法。CLIL兼顾学科知识和外语学习的双重教学目的（dual-focused）。（欧委会在2005年外语教学报告）

1. 文化类英语课程的必要性 (2)

《中国文化英语》课程问卷调查结果

1. 在《中国文化英语》课程学习过程中，你学到了多少中国文化知识？ [单选题]

选项	小计	比例
A. 很多	33	63.46%
B. 比较多	17	32.69%
C. 比较少	2	3.85%
D. 很少	0	0%
本题有效填写人次	52	

2. 在《中国文化英语》课程学习过程中，你学到了多少英语知识？ [单选题]

选项	小计	比例
A. 很多	29	55.77%
B. 比较多	18	34.62%
C. 比较少	5	9.62%
D. 很少	0	0%
本题有效填写人次	52	

1. 文化类英语课程的必要性 (3)

3. 在《中国文化英语》课程学习过程中，你哪一方面的英语知识取得了进步？ [多选题]

选项	小计	比例
A. 词汇	42	80.77%
B. 语法	16	30.77%
C. 篇章结构	30	57.69%
D. 其他 (请注明)	6	11.54%
本题有效填写人次	52	

4. 在《中国文化英语》课程学习过程中，你哪一方面的英语技能得到了提高？ [多选题]

选项	小计	比例
A. 阅读	36	69.23%
B. 听力	18	34.62%
C. 口语	37	71.15%
D. 写作	15	28.85%

1. 引言：文化类英语课程的必要性 (4)

《跨文化交际：中英文化对比》编写理念与特点

1. 兼顾中英两种文化
2. 内容更贴近生活
3. 大量的语言输入
4. 以用促学，学以致用
5. 为打造“金课”提供便利



2. 《跨文化交际：中英文化对比》与“金课”的“两性一度” (1)

1. 高阶性：知识、能力、素质有机融合

知识

- 文化知识
 - ✓ 中国文化
 - ✓ 英语文化
- 语言知识
 - ✓ 词汇
 - ✓ 句法
 - ✓ 语篇
-

四篇课文、课后知识拓展



能力

- 跨文化交际能力
 - ✓ 知识
 - ✓ 态度（兵马俑、汉服…文化自信）
 - ✓ 技能
 - ✓ 意识
- 解决问题的综合能力和高级思维

批判性思维和探索活动



素质

- 人文素质
 - ✓ 人文知识
 - ✓ 人文思想
 - ✓ 人文方法
 - ✓ 人文精神
- 文化修养
 - ✓ 美学（茶文化、古琴…）
 - ✓ 语言
 - ✓

阅读、听力、视频熏陶，
教师引导



2. 《跨文化交际：中英文化对比》与“金课”的“两性一度” (2)

2. 创新性：课程内容、教学形式、学习结果

课程内容

前沿性和时代性：传统和时代性结合，如：从课文“中国传统服装”到课后活动的“传统服装的改良”……



教学形式

先进性和互动性：CLIL、翻转课堂、现代化教学手段等



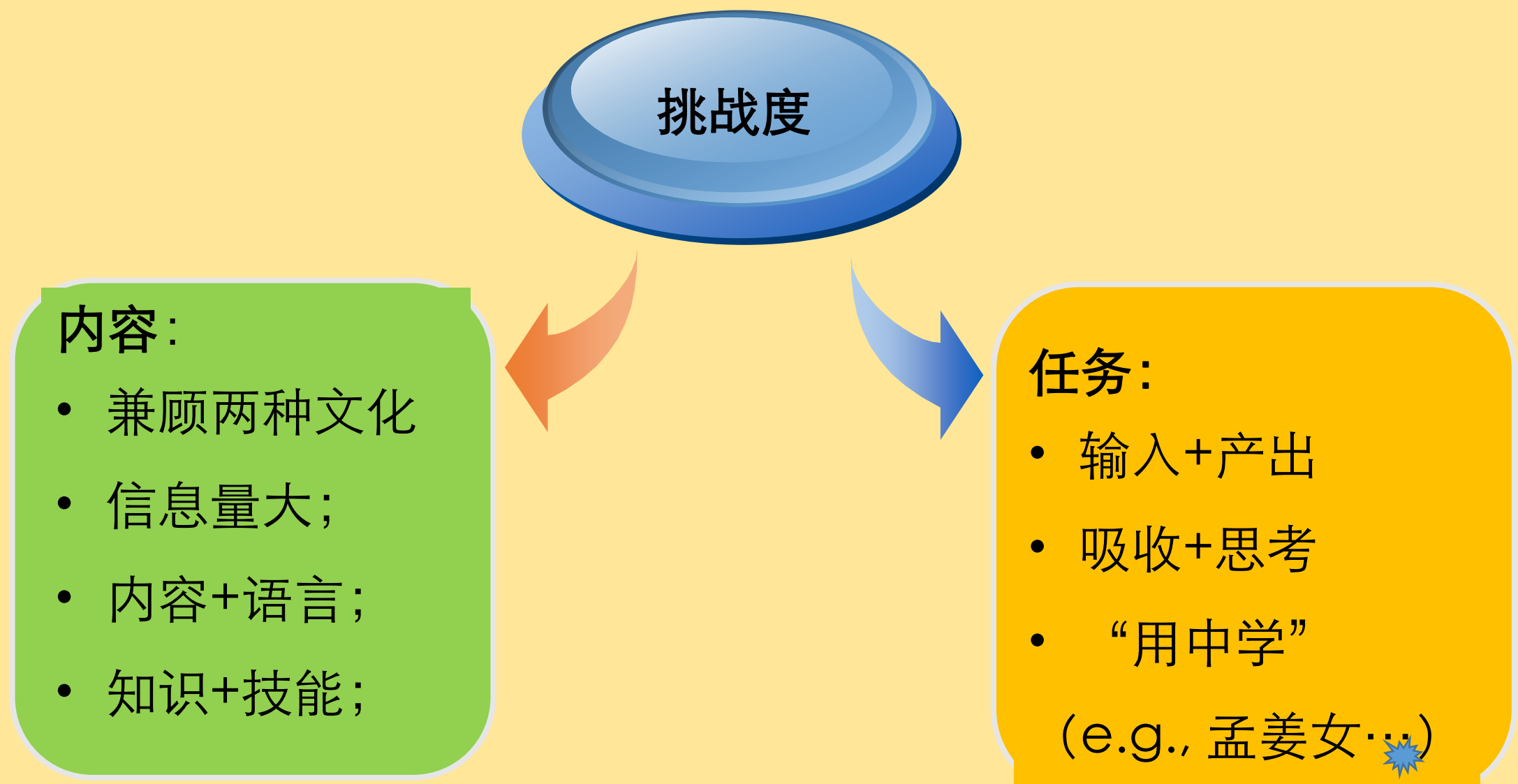
学习结果

探究性和个性化：讨论、开放性问题



2. 《跨文化交际：中英文化对比》与“金课”的“两性一度” (3)

3. 挑战度：课程难度，教师备课讲课，学生学习、思考。



3. 打造《跨文化交际：中英文化对比》课程“金课”的设想(1)

1) 教材使用建议:

- 由于文化题材内容丰富，输入量大，建议中国文化部分用于翻转课堂资料，以学生自学为主；教师以教授英语文化部分为主。
- 课件介绍：
 - **Lead-in**
 - **Flipped Classroom tasks**
 - **Section A**
 - Text Study
 - Keys to exercises
 - **Section B**
 - Guided Reading
 - Keys to exercises

3. 打造《跨文化交际：中英文化对比》课程“金课”的设想 (2)

2) 教学活动：期中展示、课堂汇报、课堂问答等

5. 你最喜欢《中国文化英语》课程的哪种课堂活动？ [多选题]

选项	小计	比例
A 课堂问答	30	57.69%
B. 期中展示	36	69.23%
C. 课堂汇报	30	57.69%
D. 其他	1	1.92%
本题有效填写人次	52	

3. 打造《跨文化交际：中英文化对比》课程“金课”的设想 (3)

6. 你感觉从《中国文化英语》课程的哪种活动比较有收获？ [多选题]

选项	小计	比例
A. 课堂问答	27	51.92%
B. 期中展示	36	69.23%
C. 课堂汇报	34	65.38%
D. 其他	0	0%
本题有效填写人次	52	

3. 打造《跨文化交际：中英文化对比》课程“金课”的设想（4）

Mid-Term Presentation

- ◆ **Topic:** “Chinese Culture vs. English Culture: ...”
- ◆ **Duration:** 5-6 minutes for each, or 10-12 minutes for pair work
- ◆ **Grading:**
 - Content (40%);
 - Language (40%);
 - Visual aids and general impression (20%)

3. 打造《跨文化交际：中英文化对比》课程“金课”的设想 (5)

3) 课程的考核

1. Participation in the classroom activities, including the lectures etc. (40%)
2. Mid-term presentation (20%)
3. Final Oral Test (40%)

3. 打造《跨文化交际：中英文化对比》课程“金课”的设想 (6)

7. 你认为《中国文化英语》课程采用哪种期末考核方式效果比较好？

[单选题]

选项	小计	比例
A. 闭卷考试	0	0%
B. 期末论文	9	17.31%
C. 期末口试	28	53.85%
D. 期末展示 presentation	15	28.85%
本题有效填写人次	52	

3. 打造《跨文化交际：中英文化对比》课程“金课”的设想 (7)

Oral Test

- ◆ **Content:** 1) To give an general summary of what you have learnt in this course; 2) To focus on one aspect about Chinese Culture vs. English Culture that impressed you most deeply. 3) To sum up.
- ◆ **Duration:** About 5 minutes for each
- ◆ **Grading:** 1) Content (40%): To the point, complete, long enough; 2) Accuracy (40%): language; pronunciation; 3) Fluency (20%):
Speak rather than read; be fluent!

3. 打造《跨文化交际：中英文化对比》大学英语“金课”的设想 (8)

Are you happy?



4. 结语：打造《跨文化交际：中英文化对比》金课的材料基础已经具备！

结语

- ◆ 以文化类课程打造英语“金课”是对国家、对学科、对教师、对学生都具有重大意义；
- ◆ 打造文化类英语金课的教材和辅助材料已经具备；
- ◆ 打造文化类英语金课的是一种有趣的体验；
- ◆ So ... Why Hesitate?

Let's act up!

Thank You!



《跨文化交际：中英文化对比》的“高阶性”：知识性、

Critical thinking and cultural exploration

1 Arch Chinese: A Chinese learning system

With the popularity of Chinese as a foreign language, various Chinese learning systems and software have been developed. Listen to an introduction to a Chinese learning system named Arch Chinese and make comments on this system.



2 Handwriting vs typing: Is the pen still mightier than the keyboard?

When was the last time you drafted a long text by hand? How long ago did you write your last letter, using a pen and a sheet of writing paper? Are you among the increasing number of people who are switching completely from writing to typing? Listen to a recording, and then use Chinese as an example to discuss with your partner(s) the pros and cons of penmanship and typing.



1 The Miao ethnic group

Critical thinking and cultural exploration

1 Changes in the drinking customs in China

It is reported that some globalized Chinese young adults prefer to drink red wine to show their unique taste. While traditional drinking customs ebb, leisure drinking is growing, which has resulted in skyrocketing sales in low-alcohol mixed drinks like cocktails. Listen to a report on the changes in Chinese drinking customs, answer the following questions, and share your opinion with your partner(s) about whether these are changes for the better or not.



Questions:

- 1 What does the *China Youth Daily* survey say about the young Chinese people's opinion about the influence of drinking on their career development?
- 2 What is the young Chinese people's attitude towards the professional drinking "game"?
- 3 How has today's Chinese business drinking custom been influenced by the old-fashioned business drinking culture?
- 4 What is changing about Chinese drinking customs?

《跨文化交际：中英文化对比》的“挑战度”

2 Instructions on how to tie a tie











The following are instructions on tying a four-in-hand knot, with the steps in the wrong order. Work in groups and put the steps in the right order.

- A** Pull the wide end up through the neck loop. Fold the tip of the wide end under itself and pull up through the neck loop.
- B** Cross the wide end over the narrow end. Bring the wide end to the left side of your body, over the narrow end. Hold the two pieces of cloth together with your left hand, near your neck.
- C** Tighten the knot. Hold the narrow end and slide the front knot up to tighten the tie. Make sure your tie is straight and the length is appropriate, ideally ending at the top of your belt buckle.
- D** Loop the wide end under the narrow end. Let go with your right hand. Tuck it underneath the narrow end, grab the wide end, and pull it back through to your right side.
- E** Loop the wide end back over again. Cross it over the narrow end one more time, at the same point where your left hand is holding the knot together. The front of the tie should be facing forwards again, so the seam is hidden.
- F** Drape the tie around your neck. With your collar up and your shirt fully buttoned, place the tie around your shoulders. Hang the wider end of the tie on your right side, with the narrow end about 30 centimetres higher on the left.
- G** Insert the wide end down through the front knot. You should have a horizontal knot across the front of your tie. Hold this knot open with your finger and carefully insert the wide end.

Verbal expression

1 Colours and their meanings

There is reason why people prefer certain colours to others. This preference can somehow indicate one's personality. Take a look at the chart below to learn what feelings and attitudes different colours convey, and then tell your partner(s) what your favourite colour is.

Feelings & attitudes		Feelings & attitudes	
 Black	seriousness, distinctiveness, elegance, boldness, power, sophistication, expensiveness	 Green	health, freshness, reliability, appetite
 Dark grey	conservatism, classicism, responsibility, dullness, somberness, authority	 Yellow	youth, friendliness, energy, caution
 Light grey	neutrality, logic, reserve, practicality, trust	 Orange	fun, cheeriness, exuberance, optimism
 Red	aggressiveness, passion, strength, power, assertiveness, vitality	 Purple	spirituality, mystery, wealth, royalty, creativity, sophistication
 Blue	authority, dignity, security, confidence	 White	purity, truthfulness, faith, airiness

2 Quotes about clothing