

2017 外研社 “教学之星” 决赛



UNIT 5

Business and Prosperity

Analogy – A powerful way to clarify ideas



I. Teaching Design

10 minutes in the last class of
Unit 5, -- Business and Prosperity.

Target Students

- Already described business strategies in the first two classes of Unit 5.



Teaching Objective

- To apply **analogies** to illustrate business strategies.



Teaching Steps

Mini-lecture
Identification &
analysis task

1. Introducing analogies

Understand

Language learning
Recall task

2. Scaffolding the language

Prepare

Application task
Group discussion
Oral presentation

3. Applying analogies

Produce



II. Teaching Demo



1. Introducing Analogies

- ▶ An analogy is a comparison between two things or ideas.



Analogy

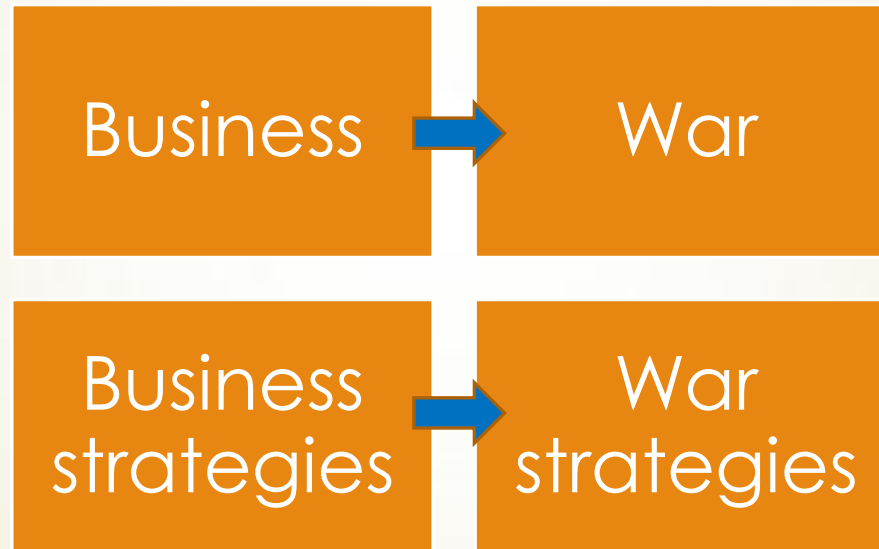
Analogy Examples

- ▶ To illustrate the mystery of life



A box of chocolates

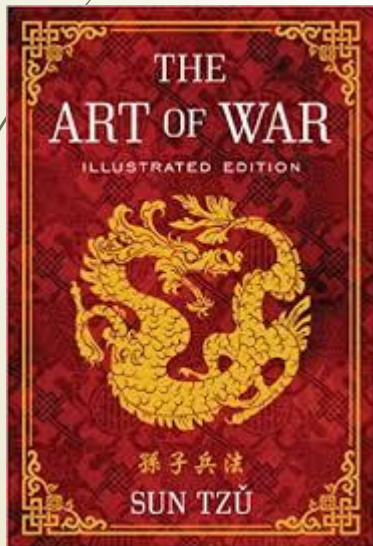
Analogy Examples -- Unit 5



Task 1:

Can you identify and explain the analogy on page 95?

➤ To capture market dominance



“Your aim must be to take all-Under-Heaven intact. Thus your troops are not worn out and your gains will be complete.” (p. 95)

(必以全争于天下，故兵不顿而利可全。)



2. Language Scaffolding

- ▶ How to introduce analogies?
 - ▶ How to make comparisons?
- 

To introduce analogies

Use a direct quotation (p.95)

- ▶ Sun Tzu offers this advice, “...”

Task 2.1

Other expressions to introduce quotations?

- ▶ Sun Tzu said/ suggested/ pointed out, “...”
- ▶ As Sun Tzu pointed out, “...”
- ▶ According to Sun Tzu, “...”
- ▶ One well-known war strategy is “...”



To make comparisons

Useful words and expressions

- ▶ like (p.97, para.11)
- ▶ Likewise, ... (p.96, para.10)

Task 2.2

Other expressions to express similarities?



More expressions to express similarities:

- ▶ A resembles B.
- ▶ A is similar to B.
- ▶ A is as ... as B.
- ▶ A and B are both ...
- ▶ A and B have ... in common.
- ▶ Similarly, ...



3. Applying Analogies

Task 3: Group Work

- ▶ Revise the sample paragraph by comparing the business strategy to a war strategy.

Revise by applying an analogy

Business Strategy

- One very important strategy in business is to study your competition. This includes the research on the market, the competitors, the customers, and your own strengths and weaknesses. Only when you research thoroughly, can you find your niche in the market.

War Strategy

- “The general who wins makes many calculations before the battle.”

Similarity?



Revise by applying an analogy

Business Strategy

- One very important strategy in business is to **study your competition**. This includes the research on the market, the competitors, the customers, and your own strengths and weaknesses. Only when you research thoroughly, can you find your niche in the market.

War Strategy

- “The general who **wins makes many calculations** before the battle.”



Analogy is powerful. So start using it.

Thank you.



Sample revision pattern

One very important strategy in business is to study your competition. (a direct quotation).

Your research on the competition is like.

The general's calculations may include _____.

Similarly, _____.

Only when you research thoroughly, can you find your niche in the market.

- “The general who wins the battle makes many calculations in his temple before the battle is fought.” –Sun Tzu

Sample Revision

- One very important strategy in business is to study your competition. As Sun Tzu said, “The general who wins the battle makes many calculations in his temple before the battle is fought.” Your research on the competition is like the general’s calculations of the battle field. The general’s calculations may include the environment, the weather, his enemy, his own men, etc. Similarly, you should also study the market, your customers, your competitors, and your own strengths and weaknesses. Only when you research thoroughly, can you find your niche in the market.