

# 2017 年外研社“教学之星”大赛

## 智慧教学设计方案（Smart Design）

<b>1. 教学情况简介</b>			
教学单元	《新技能英语高级教程 2》第一版 Unit 7 What's behind the buy?	学时安排	6 课时
学情分析	<p><b>1. 学生的认知水平</b> 本教材针对我校 C 级大一新生（下半期英语课）使用。我校大学英语采用分层教学，C 级学生是由高考英语成绩 30—60 分之间的学生、艺招生、中职学生，和单招学生等多种生源组成。学生的英语基础差，词汇量小，大多缺乏批判性思维的习惯和能力。</p> <p><b>2. 学生的能力基础</b></p> <ul style="list-style-type: none"> <li>• 词汇：认知英语单词和词组量达到 1500 个，并具有按照基本构词法识别生词的能力。</li> <li>• 语法：掌握基本的英语语法规则。</li> <li>• 听力：能听懂英语讲课及句子结构不太复杂、生词少、语速为每分钟 70~90 词的简短会话和谈话，抓住中心大意，要点，领会作者观点和态度。</li> <li>• 阅读：能理解阅读材料中不同的观点和态度；能通过分析句子结构理解长句；</li> <li>• 口语：完成 48 个音标的正确发音；掌握简单的拼读规则和发音要领；能进行简单的日常会话，能就教材内容作简短问答和复述。</li> <li>• 写作：能写出简单、符合中英文语法的句子，能模仿范例写出简单实用的应用文。</li> </ul> <p><b>3. 学生对本课内容的已知情况分析</b> 本单元（Unit 7: what's behind the buy）：商品促销和购物议价属学生在日常生活中会经常碰到且熟悉的情景。</p> <p><b>4. 学生学习本课内容可能遇到的困难和问题</b></p> <ul style="list-style-type: none"> <li>• 学生对商场和超市背后的销售策略了解有限，导致上课进行讨论时无话可说。</li> <li>• 因为英文相关购物时议价的短语和句型的局限，而导致口头议价的困难。</li> </ul>		

	<ul style="list-style-type: none"> <li>由于学生在日常生活中很少接触到二手商品广告，因此他们在设计和撰写这种文体体裁上有一定的难度。</li> </ul>
教学目标	<ol style="list-style-type: none"> <li><b>知识目标</b> <ul style="list-style-type: none"> <li>掌握商品促销方式及消费者应对方式的相关词汇及表达；</li> <li>掌握数字的英文表达方法。</li> </ul> </li> <li><b>技能目标</b> <ul style="list-style-type: none"> <li>就商品促销信息及应对的方式进行讨论并发表意见；</li> <li>使用英语进行简单的议价对话；</li> <li>用英文撰写简单的二手商品广告。</li> </ul> </li> <li><b>素质目标</b> <ul style="list-style-type: none"> <li>培养学生正确、理性的消费观念；</li> <li>帮助学生树立勤俭节约的习惯。</li> </ul> </li> </ol>
教学重点及难点	<ol style="list-style-type: none"> <li><b>重点</b> <ul style="list-style-type: none"> <li>能够参与商品促销方式及消费者应对方式的讨论。</li> <li>价格相关的英文数字表达。</li> </ul> </li> <li><b>难点</b> <ul style="list-style-type: none"> <li>能够使用英语进行简单的议价。</li> <li>二手商品广告的文案设计撰写。</li> </ul> </li> </ol>

## 2. 智慧教学设计方案

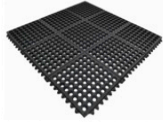
### 一、拟用教学材料

教学目标	拟用教学材料	拟用原因
1. 教会学生进行商品促销方式及消费者应对方式的讨论	<b>教学目标一</b>	
	课前：阅读+线上平台互动	
	步骤一：阅读	
	1. (节选选用) 线上资源 <a href="http://www.organicauthority.com/7-sneaky-supermarket-marketing-strategies-to-stop-falling-for/">http://www.organicauthority.com/7-sneaky-supermarket-marketing-strategies-to-stop-falling-for/</a>  改编版本 7 Sneaky Supermarket Marketing Strategies to Stop Falling For	本段材料可以从以下几个方面实现目标：  1) 调动学生的背景知识。  2) 泛读本篇文章，学习商品促销方式的词汇表达。

1. Free Samples – Most humans feel uncomfortable taking something without giving something in return, and the grocery stores know this.



2. Textured, Rubber Mats (质地不平的橡胶垫) – These rubber mats are there to slow you down.



3. Big Shopping Carts – Does it seem like supermarket carts are getting bigger? How often have you thought, *the cart is full – time to go!*



4. Farmers Market Chalkboards (黑板) – It seems like a farmer may have scrawled (手写) the price tag during the morning delivery – and this personal connection may encourage you to buy.



5. Slow Music – Dreamy music puts you in a good mood and makes you walk slower. The longer you linger in the supermarket, the more items you will buy.



6. End Caps – It's hard not to notice the big, loud displays on the end of each aisle. You probably assume these items are on sale or new.



7. Lines at Check Stands – Supermarkets know that the longer you hang out near the overpriced (标价过高) candy, gum, drinks and magazines – the more likely you are to buy something.



➤ 要求学生在课前阅读，记下自己印象深刻的促销策略，为本单元的学习做铺垫。

3) 列表打钩选择你碰到过的商家促销方式，可补充其他方式。

Sales strategies	Tick ✓
1. Free Samples	
2. Textured, rubber mats	
3. Big shopping carts	
4. Farmers Market Chalkboards	
5. Slow Music	
6. End Caps	
7. Lines at Check Stands	
8. ...	

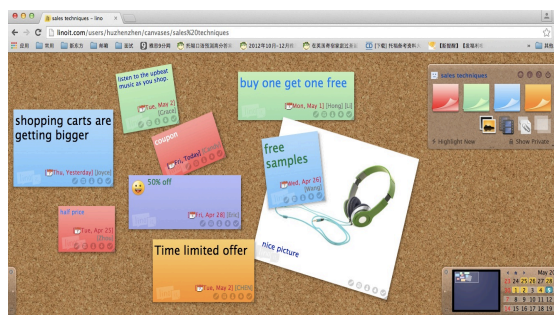
## 步骤二：线上平台互动

2. (间接选用) 线上学习网站

- 虚拟公告板 (免费网站, 可用于师生在线互动交流)

### Use of virtual bulletin boards

<http://linoit.com/users/huzhenzhen/canvases/sales%20techniques>



- 要求学生在课前, 在虚拟公告板上发表印象最深的促销策略 (形式可以是单词, 词组, 句子, 图片等)。
- 老师保存 linoit (虚拟公告板) 上的每位学生发表的内容并在课上跟大家一起分享和讨论。

本段材料可以从以下几个方面实现目标:

- 1) 通过小组在线互动学习, 让学生融入本单元内容。
- 2) 课上展示虚拟公告板的内容, 为讨论本单元话题做适当的语言输入。

## 教学目标一

课中: 热身活动+听力+实用阅读+项目实践活动

### 步骤一: 热身活动

3. (直接选用) 教材 warming up (p.76)

Look at the pictures and try to answer the questions:

- Decide which of the following techniques attracts you most. Why?



本段材料可以从以下几个方面实现目标:

- 1) 熟悉商品促销方式的词汇, 短语。(e.g.)  
Coupon, free samples, etc.
- 2) 用图片的形式
  - 回忆购物经历
  - 引发思考相关问题
  - 激发对话题的学习兴趣

## 步骤二：听力

4. (直接选用) 教材 Listening and speaking 第二段听力材料 (p. 77)

### 听力内容:

Ken 和 Emmy 去商场购买电视机, Emmy 在电视上看到 Sunshine 的广告承诺它的价格不高于其他商店, Emmy 建议货比三家再做购买决定。



本段材料可以从以下方面实现目标:

- 1) 模仿语音语调。
- 2) 学习
  - 商品促销的方式 (Competitive price)  
*Sunshine promises to match any competitor's offer*
  - 消费者对应的方法 (Price comparison)  
*Look in other stores before we get anything*

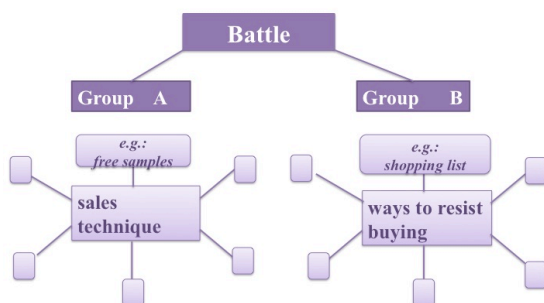
## 步骤三：阅读理解

5. (直接选用) 教材 Reading and Vocabulary 课文, Read the passage about sales techniques (p.78)

### Pedagogical Stages

#### Stage one: Brainstorming

- Teacher writes down the key phrases (sales techniques; ways to resist buying), and divides the whole class into group A and B.



- One group writes down the related words of sales techniques, and another group is responsible for writing the ways to resist buying correspondingly.

#### Stage two: Word Attack Activity

#### Stage three: Text Learning

- **Jigsaw activity:** the teacher divides the passage into two parts.

本段材料可以从以下几个方面实现目标:

- 1) 学习相关话题的词汇和短语表达。

**Words and expressions**  
persuade resist discount tricky  
convince purchase additional efficient  
time-limited offers  
stick to  
pass up this deal  
in advance  
deserve a reward

- 2) 主题相关阅读理解训练。

Part 1	Techniques
1	Time-limited offers, sales and discounts
2	Candies and magazines at the checkout counter
3	Big stores

Part 2	Responses
1	Stick to your list
2	Give yourself a different reward
3	Get more efficient

- Students work in pairs. Student A reads Part 1 and student B reads Part 2.
- Student A and B repeat the key information of the reading by turns.
- Student A and B discuss which responses match which techniques.

**Stage four: explanation and translation of difficult parts.**

**步骤四：项目实践活动**

6. (改编选用)

教材

Project Questionnaire for cellphone buying (p.83)

原项目：

**Project**

- 1 Work in groups of four.
- 2 Each member of the group surveys 4 students (2 boys and 2 girls) on what influences their buying decisions of cellphones with the following questionnaire.

**QUESTIONNAIRE FOR CELLPHONE BUYING**

1. Gender  
 Male                       Female
2. Expected price  
 Less than ¥1000     ¥1000 — ¥3000     More than ¥3000
3. What else do you care about most when buying a cellphone?  
 Brand  
 Physical appearance (e.g. size, colour)  
 Core technical feature  
 After-sales service
4. Where do you usually buy a cellphone?  
 A specialty shop     An electronics store     On the Internet
5. Which sales techniques are you most interested in?  
 Discounts  
 Free phone cards or other accessories  
 Free phones with a fixed amount of money credited to the phone

- 3 Write a short report about your survey results based on the following questions:
  - Which factor do boys and girls care about most when buying phones?
  - Where do boys and girls usually buy their phones?
  - Which sales technique works best on boys and girls?

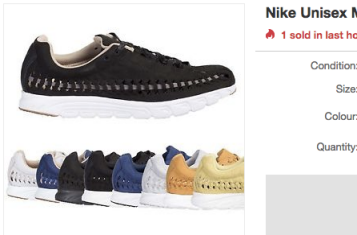
本段材料可以从以下几个方面实现目标：

- 1)通过调研，加强对促销策略的深入理解。
- 2) 陈述小组的调查结果，提高学生解决实际问题的能力。

改编原因：

第一，考虑到教学对象英语基础薄弱，将写作输出题改为口语输出题。口述调查结果，项目难度降低，学生们可借助 ppt，更好的呈现调查结果。

第二，促使学生主动调研各大型网购网站有关促销手段的各种表达。深入学习和应用本单元内容。

	<p>改编为：</p> <p>Project</p> <ul style="list-style-type: none"> <li>➤ Work in groups of four.</li> <li>➤ Choose one or two of the following online shopping websites you are interested in. <ul style="list-style-type: none"> <li>A. <a href="https://www.taobao.com/">https://www.taobao.com/</a></li> <li>B. <a href="https://www.amazon.co.uk/">https://www.amazon.co.uk/</a></li> <li>C. <a href="https://www.walmart.com/">https://www.walmart.com/</a></li> <li>D. <a href="http://www.ebay.co.uk/">http://www.ebay.co.uk/</a></li> <li>E. <a href="https://www.jd.com/">https://www.jd.com/</a></li> </ul> </li> <li>➤ Find out as many sales techniques as possible on the shopping websites.  <i>E.g. sales techniques on ebay.com</i>  <i>Buy 1, Get 1 AT 10% OFF</i></li> </ul> <div data-bbox="411 884 769 1146" style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p><b>BUY 1, GET 1 AT 10% OFF (add 2 to basket)</b></p>  </div> <ul style="list-style-type: none"> <li>➤ Make a 3-minute group presentation.  Tips: your presentation should include the following points. <ol style="list-style-type: none"> <li>1) One specific sales technique</li> <li>2) How to respond to the technique</li> <li>3) Related pictures</li> <li>...</li> </ol> </li> </ul>	
<b>教学目标一</b> <b>课后：练习题+延伸阅读</b>		
<b>步骤一：练习题（Vocabulary + Translation + Writing）</b>		
<p>7.（直接选用）</p> <p>教材 Reading and vocabulary 后填词练习题（p.80）</p> <p>教材 My Progress Check 练习题 Vocabulary and Structure 以及 Translation（p.86）</p>		<p>选用本题的原因：</p> <ol style="list-style-type: none"> <li>1) 通过填词和翻译练习，复习相关话题的词汇和表达。</li> <li>2) 养成自主学习评价的习惯，为后续的学习找到方向。</li> </ol>

	<p>8. (改编选用)</p> <p><b>原题为：教材 Reading and writing 练习题 (p.86)</b></p> <p><i>Read the paragraph and complete the following tasks.</i></p> <p>It is one of the most obvious and tricky techniques. When a store uses this technique, you often get excited. Suddenly, <u>you're convincing yourself that passing up this deal would be a mistake you'll regret for the rest of your life.</u></p> <p>1. Translate the underlined sentence into Chinese. 2. Write down your understanding of the italicized part in about 80 words.</p> <p><b>改编为：</b></p> <p><i>Read the paragraph and complete the following tasks.</i></p> <p>It is one of the most obvious and tricky techniques. When a store uses this technique, you often get excited. Suddenly, <u>you're convincing yourself that passing up this deal would be a mistake you'll regret for the rest of your life.</u></p> <p>1. Choose the best Chinese translation of the underlined sentence. ( B )</p> <p>A. 让自己相信，错过这项交易也没什么可后悔的。 B. 你在说服自己：错过这么划算的商品，将后悔终生。 C. 自己使自己确信，这次交易成功的话你会后悔一辈子。</p> <p>2. Describe a time when you or your friend passed up a good deal. You should say: 1) What deal it was 2) Where and when it happened 3) Who were there 4) And how you felt about this experience.</p>	<p>选用本题的原因有：</p> <p>1) 通过写作练习,复习相关词汇和表达。</p> <p>2) 锻炼学生对相关话题的批判思维能力。</p> <p>改编原因有： 考虑到教学对象的实际水平(英语词汇量少，写作思维局限)，将笔译改为选择题，降低任务难度。写作训练增加了四个提示，辅助学生构思。</p>
<b>步骤二：延伸阅读</b>		
	<p>9. (节选选用)线上资源</p> <p>➤ 课后延伸阅读一</p> <p>英文原文 7 Sneaky Supermarket Marketing Strategies to Stop Falling For</p> <p><a href="http://www.organicauthority.com/7-sneaky-supermarket-et-marketing-strategies-to-stop-falling-for/">http://www.organicauthority.com/7-sneaky-supermarket-et-marketing-strategies-to-stop-falling-for/</a></p> <p>➤ 课后延伸阅读二 阅读课文中提到 Siren Song</p> <p style="text-align: center;"><i>Did you know the story of Siren Song ?</i></p> <div data-bbox="531 1536 764 1686" data-label="Image"> </div> <p>The sirens were a group of partly human female creatures that lured sailors onto destructive rocks with their singing. Odysseus and his men encountered the sirens on their long journey home from Troy. The only way to sail by them safely was to make oneself deaf to their enchanting song, so Odysseus packed the men's ears with wax, while he himself, ever curious, kept his ears open but had himself tied to the mast to keep from flinging himself into the water or steering his ship toward sure destruction in his desire to see them. A siren today is a sinister but almost irresistible woman. A siren song, however, may be any appeal that lures a person to act against his or her better judgment.</p>	<p>本段材料可以从以下方面实现目标：</p> <p>延伸阅读，扩充话题相关知识量</p>



2. 教会学生使用英语议价。	<b>教学目标二</b>	
	<b>课前：购物议价视频学习</b>	
	<p>1. (间接选用) 网络资源</p> <p>➤ 观看视频 内容：一名年轻女性在商店里购物讲价过程的英文视频片段。</p> <p><a href="http://v.youku.com/v_show/id_XMjc0Nzc0MDIzMg==.html?spm=a2h3j.8428770.3416059.1">http://v.youku.com/v_show/id_XMjc0Nzc0MDIzMg==.html?spm=a2h3j.8428770.3416059.1</a></p>  <p>➤ 该视频要求学生选取一分钟内容，课上模仿。</p> <p>➤ 课上，作为视听说的视频材料。</p>	<p>本段材料可以从以下几个方面实现目标：</p> <p>1) 学生自学相关词汇。</p> <p>2) 学生通过视频总结议价技巧。 e.g. the sympathy card price comparison pretend to leave</p> <p>3) 学生模仿视频内容，掌握议价表达和英语疑问句语调。</p>
	<b>教学目标二</b>	
	<b>课中：听力+口语</b>	
	<b>步骤一：听力</b>	
	<p>2. (直接选用) 教材 Listening and Speaking 第一段 听力材料 Listen to the dialogue about buying a used car. (p.76-77)</p> 	<p>本段材料可以从以下方面实现目标：</p> <p>学习话题二手商品议价词汇，短语，句子语言输入。</p>
	<b>步骤二：口语</b>	
	<p>3. (增加自编口语任务练习)</p> <p>➤ <b>任务：模仿练习</b></p> <p>学生两人为一组模仿课前视频(时间为一分钟)</p> <p><a href="http://v.youku.com/v_show/id_XMjc0Nzc0MDIzMg==.html?spm=a2h3j.8428770.3416059.1">http://v.youku.com/v_show/id_XMjc0Nzc0MDIzMg==.html?spm=a2h3j.8428770.3416059.1</a></p> <p>内容：一名年轻女性在商店里购物讲价过程的英文视频片段。</p>	<p>口语练习题可以从以下方面实现目标：</p> <p>1) 讲解相关词汇和表达。</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>E.g. Would you take \$.. for this? a fixed price I don't think anybody would pay more than \$.. for this. the package deal best seller How about I offer you \$..? I make my final offer \$..?</p> </div>



2) 分析英语疑问句的语调特点  
模仿地道口语表达。

## 教学目标二 课后：视频模仿+配音秀

### 步骤一：视频模仿

4. (节选选用) 线上资源

➤ 观看网站视频

内容：破产姐妹花中，Max 带 Caroline 去慈善二手商店 (Good Will) 购物，讲价视频片段。

<http://tv.sohu.com/20120925/n353915265.shtml>



➤ 该内容要求学生课后观看并模仿。

本段材料可以从以下几个方面  
实现目标：

1) 课后补充材料，复习英语议价表达。

2) 模仿英语语音语调。

### 步骤二：配音秀

5. (增加自编练习)

练习题如下：

➤ 手机下载 app 配音秀。

➤ 素材搜索题目：需要一个服务员。

话题内容：老友记中 Rachel 和 Monica 讲价的对话。

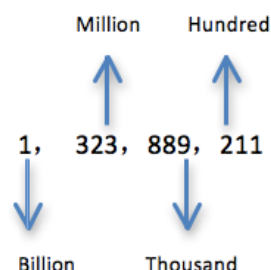
➤ 课后，学生把配音练习发到老师的邮箱。



增加自编题目原因为：


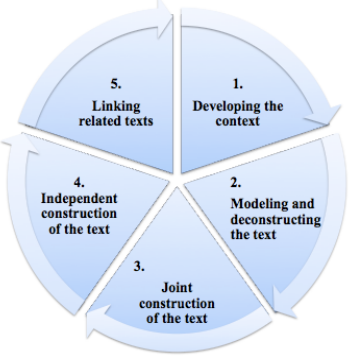
1) 课后作业，复习英语议价表达。


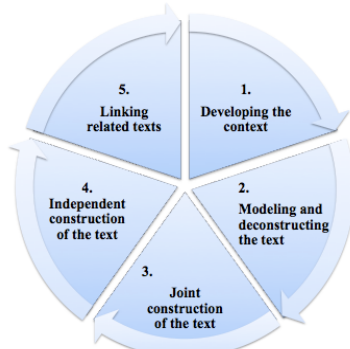
2) 模仿英语语音语调。

<p>3. 教会学生掌握英语数字表达</p>	<h3>教学目标三</h3>	
	<h4>课前：微课学习（翻转课堂）</h4>	
	<p>1. (节选选用) 线上资源</p> <ul style="list-style-type: none"> <li>➤ 中国外语微课大赛网站 <a href="http://cflo.enetedu.com/play.asp?vodid=171483&amp;e=1">http://cflo.enetedu.com/play.asp?vodid=171483&amp;e=1</a></li> </ul>  <p>内容：RunningMan Numbers 是围绕如何提高数字听写效果而展开的微课作品。</p> <ul style="list-style-type: none"> <li>➤ 要求学生在听力课前观看学习，记下重点及难点，准备英语数字的练习和讨论。</li> <li>➤ 课上学生通过做练习发现问题，老师作为教练指导学生解决问题。</li> </ul>	<p>本段材料可以从以下几个方面实现目标：</p> <ol style="list-style-type: none"> <li>1) 微课把原本难以听懂的数字练习转化为数字兄弟被困在了教室里需要学生去帮助他们的主动学习模式，激发学生的学习兴趣和。</li> <li>2) 介绍数字家族的三大家庭： 0-9；10-99；100-∞。听写每个家庭数字的要点和技巧。 比如： 0-9：电话号码的练习。 10-99：辨析“-teen”和“-ty”。 100-∞：树立英文数字里三位数的读数方法概念。</li> <li>3) 翻转课堂，课前完成英语数字表达方法的学习。</li> </ol>
<h3>教学目标三</h3>		
<h4>课中：听力+口语</h4>		
<h5>步骤一：听力</h5>		
<p>2. (直接选用)</p> <p>教材 Listening and Speaking 第一段听力材料</p> <p>Listen to the dialogue about buying a used car. (p.76-77)</p>	<p>本段材料可以从以下几个方面实现目标：</p> <p>课上总结英文大数字的听力和朗读技巧。</p> <p>比如，用标注逗号的方法，准确读出大数字。</p> <div style="text-align: center;">  </div>	

步骤二：口语	
<p>3. (增加口语任务自编练习题)</p> <p>➤ <b>任务：角色扮演</b></p> <p><b>Scenario:</b></p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p><b>Han Meimei, an international student who is new in Los Angeles, is planning to buy a used car. But she is not sure how to bargain in English. Can you help her to...</b></p> <p><b>1) say big numbers correctly;</b>  <b>2) understand big numbers correctly;</b>  <b>3) learn some useful bargaining sentence structures.</b></p> </div> <p>成功购买二手汽车。</p>	<p>口语练习题可以从以下方面实现目标：</p> <p>1) 复习英文大数字表达。</p> <p>2) 角色扮演，学了就用。</p>
教学目标三	
课后：听写练习	
<p>4. (增加自编练习)</p> <p>练习题目如下：</p> <p><b>Let's have a dictation</b></p> <p>➤ Work in pairs. One student reads the numbers and another writes down the answers. Please exchange roles.</p> <p><b>Practice: prices</b></p> <p>1) I make my final offer ¥ 10.5 for the lovely T-shirt.</p> <p>2) Would you take ¥1,230 for this computer?</p> <p>3) I don't think anybody would pay more than ¥81,900 for this used car.</p> <p>4) I'll give you a special offer ¥329,990 for the annual rent in this business center.</p> <p>5) How about I offer you ¥1,200,000 for the house?</p> <p>➤ 注意：学生在课后练习时，注意 10.5 这个数字中小数点的发音为 point。</p>	<p>增加自编题目原因为：</p> <p>1) 通过学生朗读和听写数字的方式，巩固英文大数字的听力和发音技巧。</p> <p>2) 在学生练习中，老师作为教练，辅导学生掌握英文数字听写和发音的技巧。</p> <p>3) 复习讲价议价句型。</p>

4. 教会学生用英文撰写简单的二手商品广告。	<b>教学目标四</b>												
	<b>课前：浏览二手商品网站</b>												
	<p>1. (节选选用)线上资源</p> <p>➤ <b>英国二手商品网站</b>  <a href="https://www.gumtree.com/">https://www.gumtree.com/</a>  <a href="http://www.vestiairecollective.com/">http://www.vestiairecollective.com/</a></p> <p>➤ 要求学生在课前浏览二手商品网站并回答问题。  What are the basic elements of a “for sale” ad?  E.g. the brand of the item, the condition (very good, good, fair) etc.</p>	<p>本段材料可以从以下几个方面实现目标：</p> <p>1) 调动学生的背景知识。</p> <p>2) 二手商品广告的文体特征，包含的基本内容。  比如：  The basic writing patterns and elements of the “for sale” advertisement genre.</p>											
	<b>教学目标四</b>												
<b>课中：实用阅读+实用写作</b>													
<b>步骤一：实用阅读+阅读题</b>													
<p>2. (直接选用) 教材 practical reading 课文  Read the “for sale” ad and pay attention to the information about the bike. (p.81)</p>	<p>本段材料可以从以下几个方面实现目标：</p> <p>1) 语言输入（相关词汇，短语，句型）。</p> <p>2) 二手广告的基本文体体裁。</p> <p>3) 二手广告的基本内容</p>												
<p>3. (改编选用)  教材 practical reading 阅读题</p> <p><b>原题为：</b></p> <p>2 Read again and discuss what information a “for sale” ad must include.</p> <table border="0" style="width: 100%; border: 1px dashed gray;"> <tr> <td><input type="checkbox"/> the item for sale</td> <td><input type="checkbox"/> brand</td> <td><input type="checkbox"/> features of the item</td> </tr> <tr> <td><input type="checkbox"/> price</td> <td><input type="checkbox"/> original price</td> <td><input type="checkbox"/> condition</td> </tr> <tr> <td><input type="checkbox"/> photo</td> <td><input type="checkbox"/> address of the seller</td> <td><input type="checkbox"/> name of the seller</td> </tr> <tr> <td><input type="checkbox"/> job of the seller</td> <td><input type="checkbox"/> contact information</td> <td><input type="checkbox"/> reason for selling</td> </tr> </table> <p><b>改编为：</b></p>	<input type="checkbox"/> the item for sale	<input type="checkbox"/> brand	<input type="checkbox"/> features of the item	<input type="checkbox"/> price	<input type="checkbox"/> original price	<input type="checkbox"/> condition	<input type="checkbox"/> photo	<input type="checkbox"/> address of the seller	<input type="checkbox"/> name of the seller	<input type="checkbox"/> job of the seller	<input type="checkbox"/> contact information	<input type="checkbox"/> reason for selling	<p>选用本题原因为：</p> <p>二手广告基本内容</p> <p>改编原因为：</p> <p>原题要求学生选出 a “for sale” ad <b>MUST</b> include, 但二手广告的内容比较 <b>flexible</b>, 除了题目提供的可选信息外, 还有其他方面的信息可选择和补充。  因此改为 a “for sale” ad <b>MAY</b> include, 以及学生可增加其他信息, 如微信二维码 QR。</p>
<input type="checkbox"/> the item for sale	<input type="checkbox"/> brand	<input type="checkbox"/> features of the item											
<input type="checkbox"/> price	<input type="checkbox"/> original price	<input type="checkbox"/> condition											
<input type="checkbox"/> photo	<input type="checkbox"/> address of the seller	<input type="checkbox"/> name of the seller											
<input type="checkbox"/> job of the seller	<input type="checkbox"/> contact information	<input type="checkbox"/> reason for selling											

	<p>Read again and discuss what information a "for sale" ad <b>MAY</b> include.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> the item for sale</li> <li><input type="checkbox"/> brand</li> <li><input type="checkbox"/> features of the item price</li> <li><input type="checkbox"/> original price</li> <li><input type="checkbox"/> condition</li> <li><input type="checkbox"/> photo</li> <li><input type="checkbox"/> address of the seller</li> <li><input type="checkbox"/> name of the seller</li> <li><input type="checkbox"/> job of the seller</li> <li><input type="checkbox"/> contact information</li> <li><input type="checkbox"/> reason for selling</li> </ul> <p>Can you add other information of a used ad?</p> <p><u>My QR Code</u> </p> <p>_____</p> <p>_____</p> <p>_____</p>	
课中：实用写作		
	<p>4. (直接选用) 教材 Practical Writing (p.82)</p>	<p>选用本题的原因:</p> <ol style="list-style-type: none"> <li>1) 复习二手广告的基本内容。</li> <li>2) Joint construction of the text 师生共同设计二手广告。</li> </ol>
	<p>5. (增加自编练习)</p> <p>课堂写作练习如下:</p> <ul style="list-style-type: none"> <li>➢ 老师准备彩纸;</li> <li>➢ 要求学生五人为一组课前拍二手商品的照片;</li> <li>➢ 课上复习二手广告撰写和设计内容;</li> <li>➢ 小组成员设计广告后现场展示和销售二手商品 (结合本课学的促销技巧);</li> <li>➢ 观众投票最畅销二手商品。</li> </ul>	<p>增加自编练习的原因:</p> <ol style="list-style-type: none"> <li>1) 体裁写作教学法 Teaching-Learning Cycle (Hyland, 2004, p.129)</li> </ol>  <p>Independent construction of the text 是掌握二手广告写作的关键, 此步骤学生独立创作, 老师辅导。</p>

		2) 复习商品促销技巧。
<b>教学目标四</b>		
<b>课后：写作练习+延伸阅读</b>		
<b>步骤一：写作练习</b>		
6. (增加自编练习) 课后写作练习题要求：	<ul style="list-style-type: none"> <li>➢ 设置场景：大三下期，学生们即将毕业，有很多物品需要当做闲置品处理。</li> <li>➢ 学生选择一件二手商品。</li> <li>➢ 独立设计完成。</li> <li>➢ 成稿上传到微信朋友圈或者 qq 朋友圈。</li> <li>➢ 获赞 10 个以上的同学，平时成绩加分。</li> </ul>	<p>增加自编练习的原因：</p> <p>复习二手商品广告撰写与设计知识点。</p>
<b>步骤二：延伸阅读</b>		
7. (节选选用) 课后延伸阅读： <i>The Advertising Concept Book</i> 。 (适合对广告感兴趣以及想进一步提高英语的同学)		<p>本段材料可以从以下方面实现目标：</p> <p>体裁写作教学法 Teaching-Learning Cycle (Hyland, 2004, p.129)</p>  <p>Linking related texts 扩展学生对广告设计这种应用文写作体裁的知识面。</p>

## 二、教材中未使用的教学材料及未使用原因

未使用材料	原因
Grammar for use (p.80)	<p>因为学时安排紧凑(6课时)，且学生初高中已学，给学生作为课后自学部分。</p> <ul style="list-style-type: none"> <li>➢ 在本单元课 reading and vocabulary 以及 practical reading 里面找到状语从句。</li> <li>➢ 归纳找到的状语句子。</li> <li>➢ <a href="http://www.yingyu.com/e/20140708/53bb8de3da0c8.shtml">http://www.yingyu.com/e/20140708/53bb8de3da0c8.shtml</a> 想继续学习状语从句的同学，可登陆此网站全面学习。</li> </ul>

My Progress Check Listening Comprehension (p.85)	内容为网上预定电影票，与本单元主题关联性不大，且与教学目标无关，所以未使用。
Around the world (p.84)	因为学时安排紧凑（6课时），老师设计相应的阅读理解题，作为课后学生泛读材料使用。

### 3. 课堂教学展示说明 (Classroom Teaching)

课堂教学展示环节我将展示“教会学生在议价中使用英文数字，并完成购买二手车的角色扮演”。

### 4. 教学评价设计 (Teaching Assessment)

1. What's the lowest price of the house the man can offer to the woman?

- A. \$1,660,000
- B. \$1,550,000
- C. \$1,300,000
- D. \$1,616,000

Key: D

2. The woman mentions another house to \_\_\_\_\_

- A. show that she has seen a lot of houses.
- B. suggest that the house on Green Street is expensive.
- C. imply that the location of a house is important.
- D. complain that the house price in this city has increased a lot.

Key: B