

Part I Introduction

C

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1. Course Design



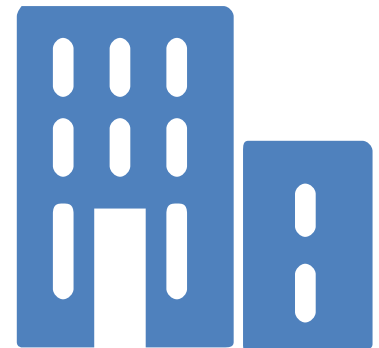
1.1 Overview

University

- Engineering-dominated
- Multi-disciplinary

Students

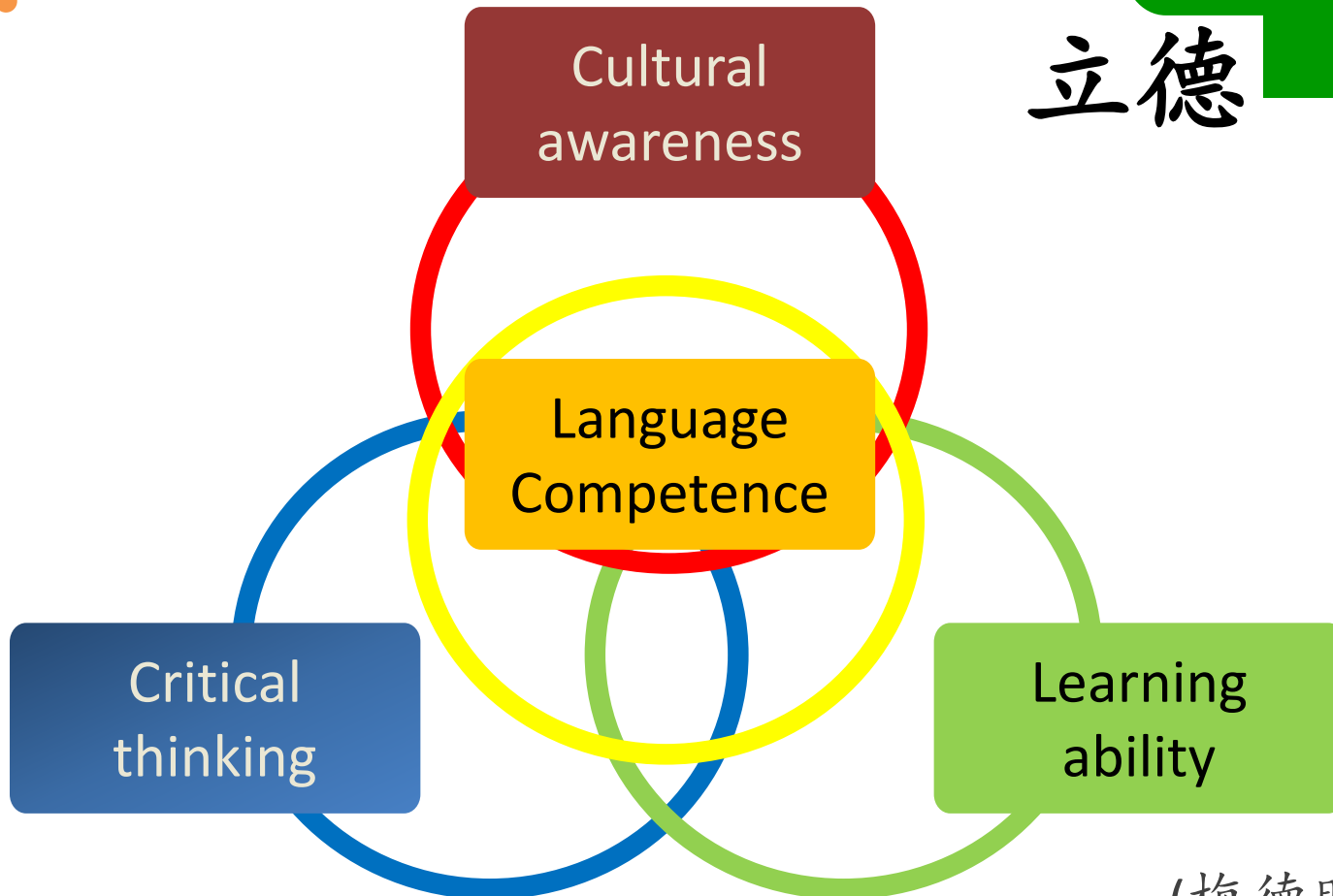
- Undergraduate (Year 1 & Year 2)
- Non-English Majors
- Stratified teaching (A/B)





1.2 Course Objectives

Fostering character and civic virtue



(梅德明 2019)

2. Unit Design



2.1 Textbook



1 Communication in the digital age



2.2 Target students

- 31 (female: 5 male: 26)
- Undergraduate Year 1 (2nd term)
- Class A (80% CET 4)



- Critical thinking
- Effective writing



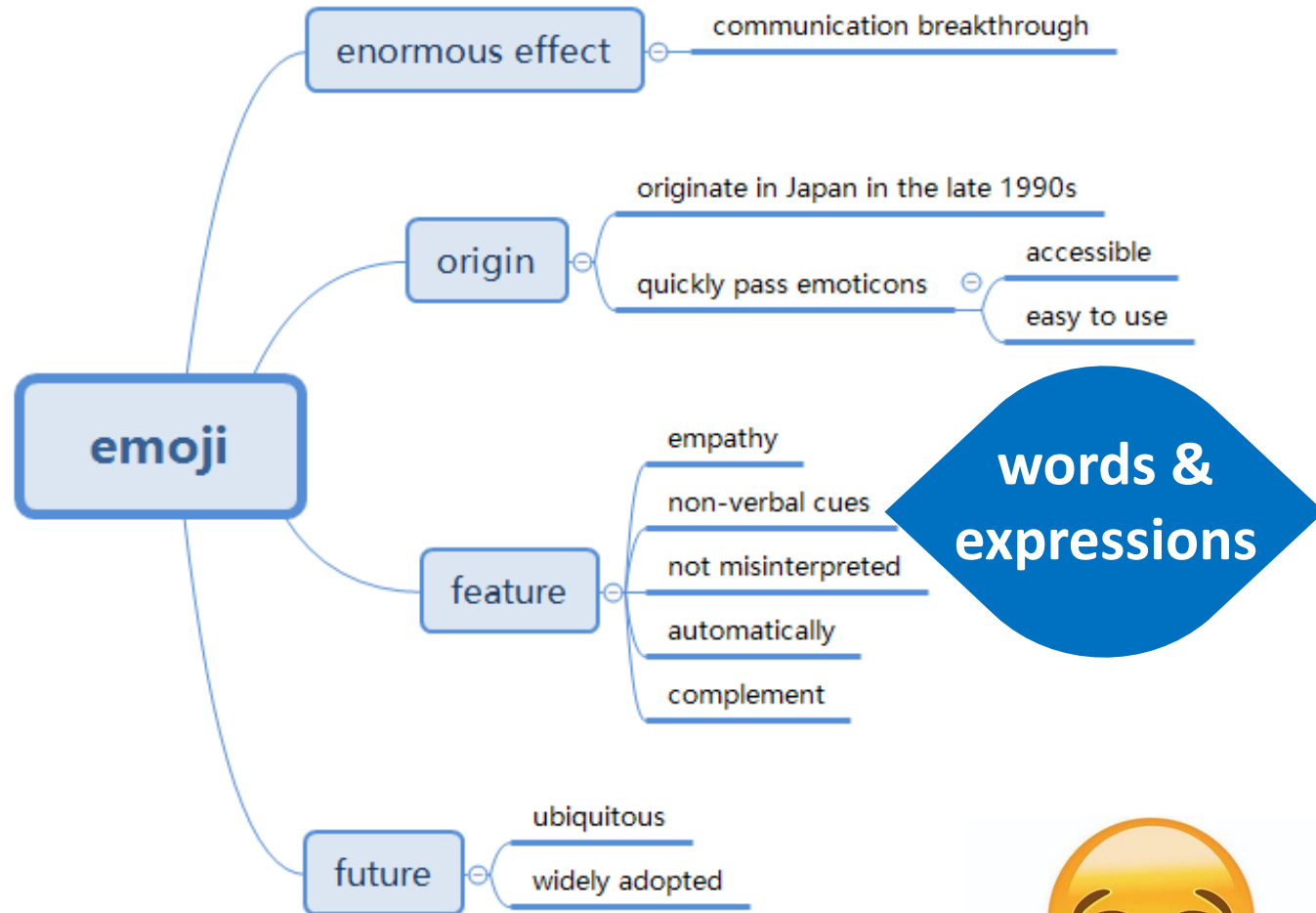
2.3 Text Analysis

iExplore 1

- Reading 1 ✓

iExplore 2

- Viewing
- Reading 2





2.3 Text Analysis

iExplore 1

- Reading 1

iExplore 2

- Viewing ✓
- Reading 2 ✓

5 Recent studies about the effect of digital communication on development of social skills make for worrying reading. In an article for *The New York Times*, Sherry Turkle cites a startling finding by a team at the University of Michigan that there has been a 40 percent decline in empathy among college students. This decline, the bulk of which has occurred since 2000,

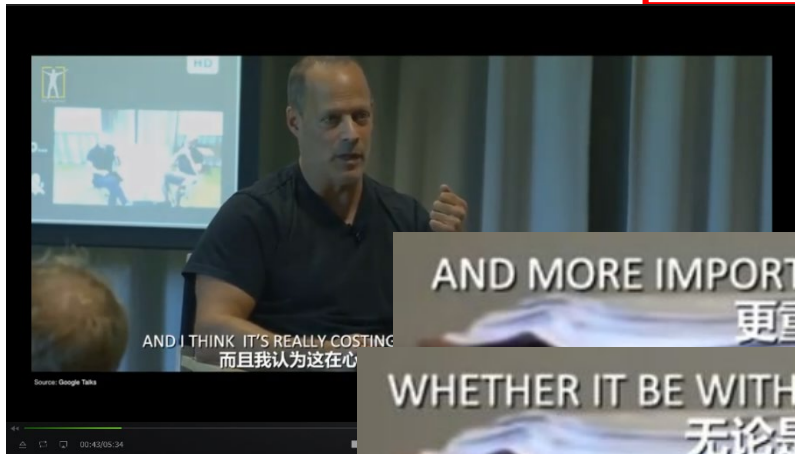
Negative effects of digital communication

benefits of face-to-face communication. Andrews said, "If you messages are communicated to face with someone, gauge. It's about facial Andre

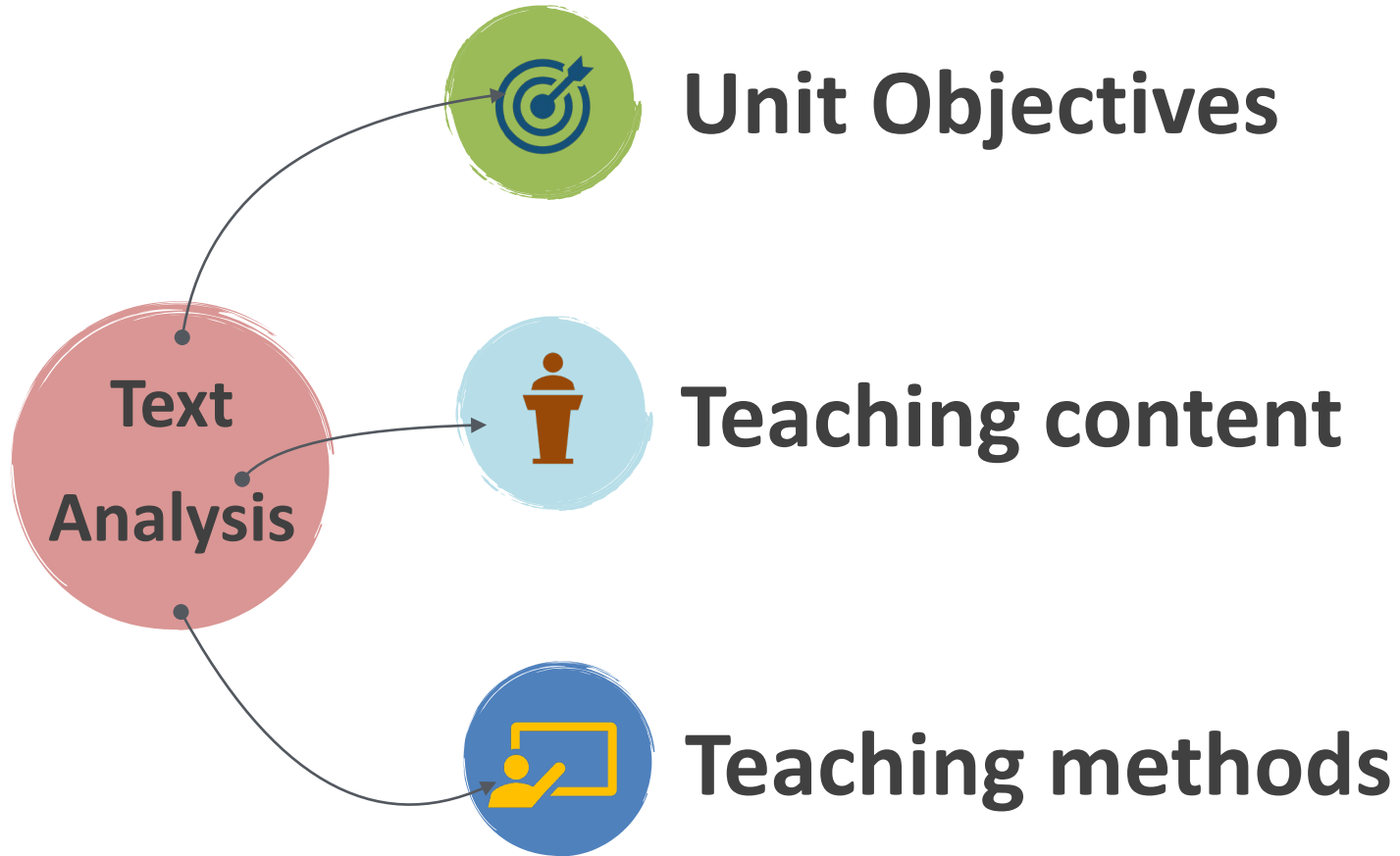
Facts & opinions

Benefits of face-to-face

businesses are coming to c effectiveness of face-to-face which allows salespeople to on with customers.



AND MORE IMPORTANTLY, CHANGES IN PRIMARY RELATIONSHIP
 更重要的是基本人际关系的变化
 WHETHER IT BE WITH PARENTS- CHILDREN OR AMONGST SPOUSES
 无论是和父母 子女还是配偶的关系

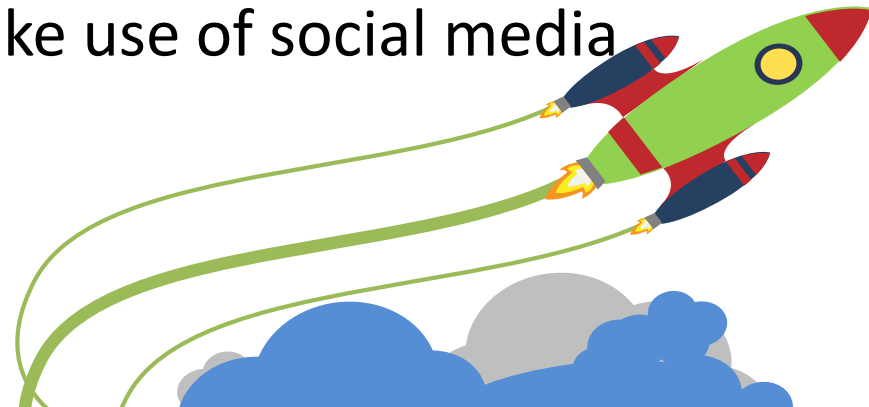




2.4 Unit Objectives

Students will be able to:

- 1 | Explain the role of emojis in digital communication
- 2 | Discuss the importance of face-to-face communication
- 3 | Write a comprehensive and convincing essay
- 4 | Realize the change in the way we communicate and work out a proper way to make use of social media





2.5 Teaching Procedures (POA)

Time	In-class	After-class
Periods 1&2	<p>Motivating</p> <p>Scaffolding</p> <p>Enabling: iExplore 1 (Reading 1: emojis)</p>	<p><u>sub-objective 1</u></p> <p>Task 1: 180-word essay on “<u>The role of emojis</u> in digital communication”</p>
Periods 3&4	<p>Scaffolding</p> <p>Enabling: iExplore 2 (Video + Reading 2: face-to-face)</p>	<p><u>sub-objective 2</u></p> <p>Task 2: 180-word essay “<u>The importance of face-to-face communication</u>”</p>
Period 5	<p>Scaffolding</p> <p>Enabling: iProduce</p>	<p><u>overall objective</u></p> <p>Writing task in real life situation</p>
Period 6		

Enabling: iExplore 1 (Reading 1: emojis)

Session 1 产出目标	功能目标	语言目标
Emoji 在社 交媒体中的 作用	描述背景 (3)	<u>virtually connected</u> (para. 15); <u>take to</u> the people have a <u>tendency</u> to share their dai (para.12; exp10)
	描述 Emoji 的 特点 (9)	<u>non-verbal cues</u> : facial expressions, intonation, body language and pitch. (para. 5); not be <u>misinterpreted</u> (para. 6); <u>originated</u> in Japan in the late 1990s (para. 8); <u>standardize</u> characters across different operating systems (para. 9); they became <u>accessible</u> (para. 9); They put back into messages the <u>empathy</u> texts. (para. 8); ongoing <u>ubiquity</u> (para. 13); <u>widespread adoption</u> (para. 4); <u>automatically</u> turn into (para. 9)
	阐释影响 (3)	2015 Word of the Year (para. 1); have <u>enormous effect</u> on (para. 2); one of the biggest <u>communication breakthroughs</u> (para. 4)
	观点 (1)	For it to be as successful as spoken language, it needs this kind of system to <u>complement</u> and support the messages coming from text. (para. 15)

sub-objective 1

Task 1: 180-word essay on
“The role of emojis
in digital communication”

Target language

表 2.4 促成的精准性

Enabling: iExplore 1
(Reading 1: emojis)

Target language
eg. empathy (para. 8)

	Task & activity	Unit	Pattern
1	Searching	word	Group work
2	Matching	word	Group work
3	Sentence completion	collocation	Individual
4	Sentence making	sentence	Individual
5	Paragraph Translating	paragraph	Individual
6	Discussion	paragraph	Pair work
7	Assignment	essay	Individual

表 2.5 促成的渐进性和多样性 (Appendix 1)

understand

apply

create

Production





2.5 Teaching Procedures (POA)

Time	In-class	After-class
Periods 1&2	Motivating Enabling: iExplore 1 (1: emojis) (demo)	<u>sub-objective 1</u> Task 1: on-line
Periods 3&4	Assessing (task 1) Enabling: iExplore 2 (Video + Reading 2: face-to-face)	<u>sub-objective 2</u> Task 2: on-line
Period 5	Assessing (task 2) Enabling: iProduce	<u>overall objective</u> Task 3: on-line
Period 6	Assessing (task 3)	

3. Demo Design



3.1 Assessing Objective

Assessing (pre-class)

个人作业学生详情 > 查看

写作1题, 总分值: 15分

Directions: Write a short composition according to the following requirements.

1) ... The role of emojis in digital communication

iWrite智能批阅

学生答案:

按住ctrl键并点击鼠标左键以选择单词, 按住s键并点击鼠标左键以选择句子

The role of emojis in digital communication

There is no doubt that emojis play a huge role in digital communication. Emojis have been one of the biggest communication breakthroughs since people took to the internet.

Firstly, emojis changes the way people communicate through language. It can help people better express themselves in digital communication. This is helpful for the other people to understand what the speaker means. Secondly, the expressions of emojis are very vivid. Whether you are happy, depresses or speechless, it will be well expressed. When you communicate with your friends, it is fun to use emojis appropriately. Lastly, emojis help to emphasize a point in a text message and ensure what we say is not misinterpreted. And one of the most appealing characteristics of emojis is that they can put empathy back into our digital communication.

In a word, having been widely installed in different mobile operating systems, emojis become more accessible and easy to use. At the same time, it also plays an increasing role in promoting digital communication.

教师评分: 9.2 (分值: 15分) 推荐

语言	77%	★★★★☆	篇章结构	92%	★★★★☆
流利度、准确性与复杂度			段落安排、话语标记		
内容	35%	★★☆☆☆	技术规范	20%	★★☆☆☆
内容的切题度与连贯性			拼写与标点		

教师评语:

作文字数在规定范围内; 语法使用上不够准确, 有待提高; 词汇、句式表达多样。作文未能围绕主题展开讨论, 上下文衔接不好, 缺乏连贯性。段落划分合理, 自段落结构紧凑、衔接合理。拼写、标点使用不当。



✓ Usage of new words and expressions in Reading 1



✗ (16/31)

difficulty in thesis statement

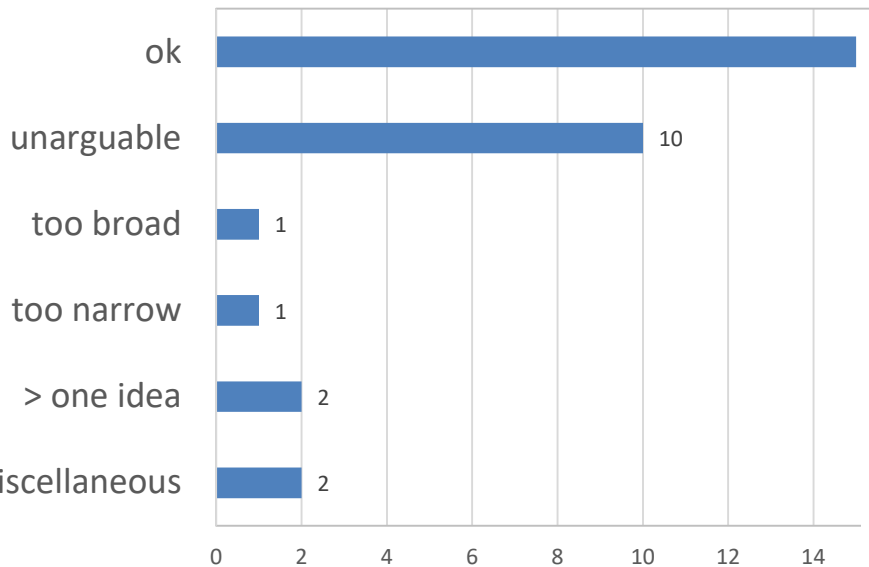


Effective Thesis statement

Critical review of the samples

Thesis statement samples

Sample Writing feedback



iWrite智能批阅

unarguable (Sub 29)

我的答案:

iWrite智能批阅

too broad (Sub 18)

我的答案:

iWrite智能批阅

too narrow (Sub 10)

我的答案:

iWrite智能批阅

contain> one idea (Sub 23)

我的答案:

The role of **emojis** in digital communication

With the coming of the era of science and technology it's no denying that **various thing** will appear, such as **emojis**, which makes great difference in digital communication and it is indispensable for people to use when they communicate online.

3. Demo Design



3.2 teaching procedures

Assessing (in-class)

Step 1

Discovery

Lead-in:
objective

Definition

teacher's
instruction

Step 3

Diagnosis

assess & revise
the sample

**Drill &
Assignment**

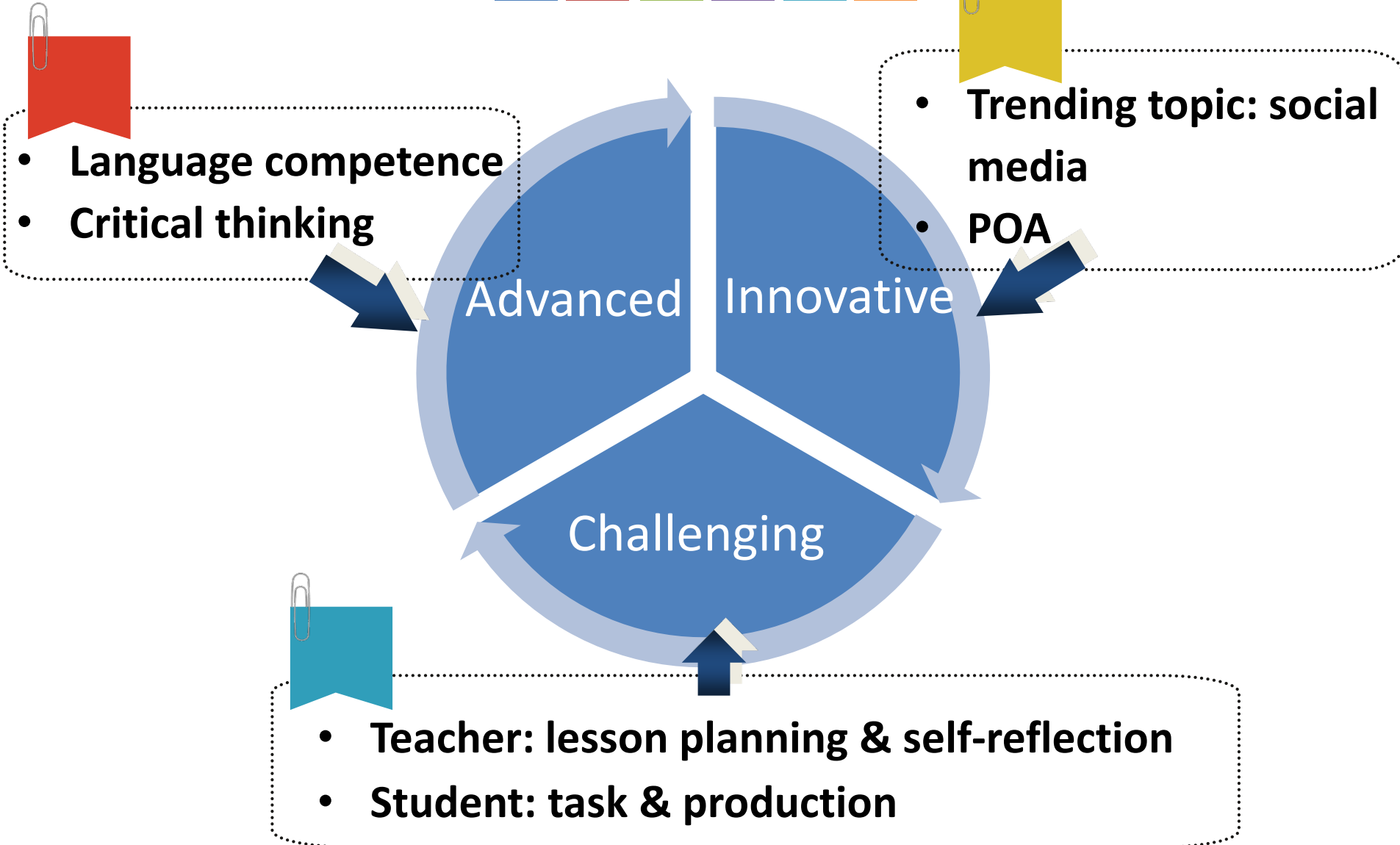
Step 4

Step 2

- **Pair work & group work**
(Self-assessment & peer-assessment)
- **Teacher guided discussion**



4. Highlights



5. References



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- [2]邱琳, 2017, “产出导向法”语言促成环节过程化设计研究[J], 《现代外语》(3): 386-396。
- [3]邱琳, 2019, “产出导向法”促成环节的辩证研究[J], 《现代外语》(3): 407-418。
- [4]孙曙光, 2017, “师生合作评价”课堂反思性实践研究[J], 《现代外语》(3): 397-406。
- [5]孙曙光, 2019, “师生合作评价”的辩证研究[J]. 现代外语(3): 419-430。
- [6]王蔷、钱小芳、周敏, 2019, 英语教学中语篇研读的意义与方法[J], 《外语教育研究前沿》(2): 40-47。
- [7]文秋芳, 2015, 构建“产出导向法”理论体系[J], 《外语教学与研究》(4): 547-558。
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- [10]张虹, 2019, 读写“金课”教学设计——理念与实践, 上海。
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- [12]张伶俐, 2017, “产出导向法”的教学有效性研究[J]. 现代外语(3): 369-376。

2019 Demo Class

Bei Jing



早石路 晋元桥 定慧桥 阜成门桥 北海公园



- 北京站
- 外研社国际会议中心

推荐路线 最短路程 不走高速

推荐

49分钟 31.6公里 7个红绿灯
 打车约99元 途经: 南二环、京开高速

方案2

54分钟 29.5公里 14个红绿灯
 打车约92元 途经: 南二环、京良路

方案3

56分钟 31.0公里 15个红绿灯
 打车约97元 途经: 东二环、京开高速

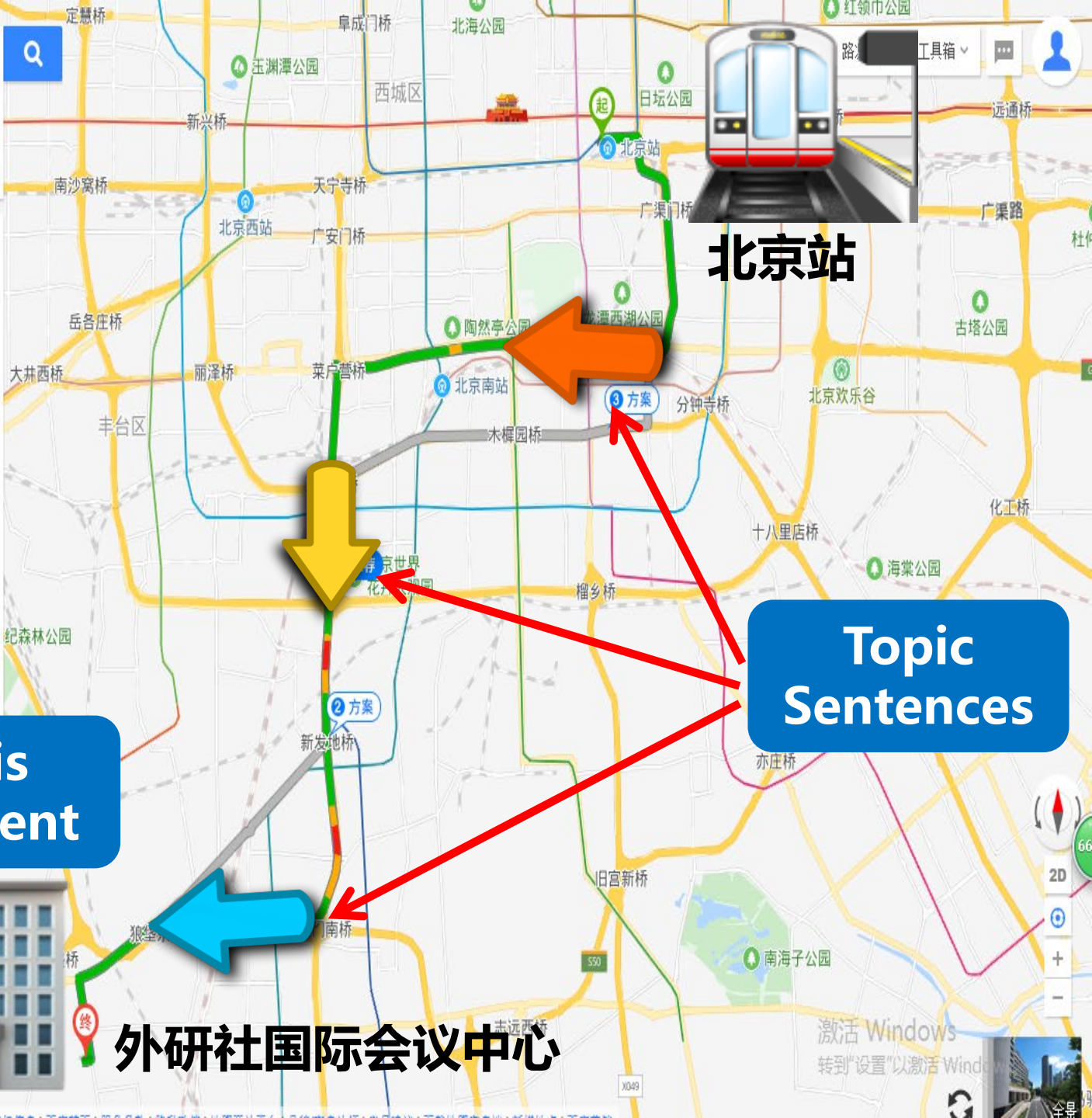
百度提醒您: 如果您有任何意见和建议, 请到百度地图投诉中心反馈。

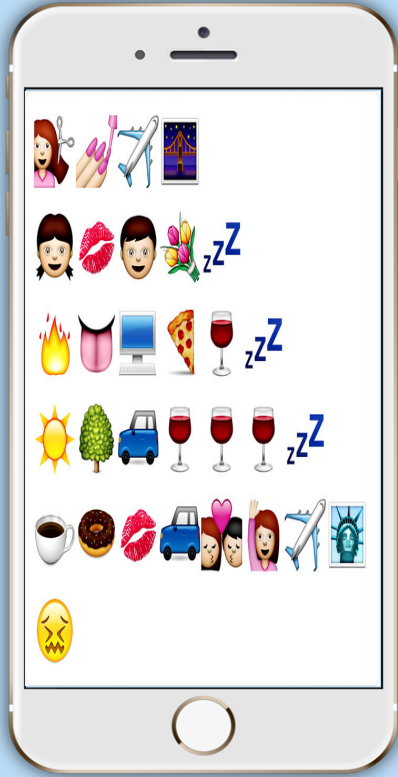
Thesis Statement

北京站

Topic Sentences

外研社国际会议中心





Introduction



Topic sentence

Paragraph 1

Topic sentence

Paragraph 2

Topic sentence

Paragraph 3

Conclusion

How to write an effective

Thesis Statement in an argumentative essay

Definition

Diagnosis



Drill

subject + your claim (or opinion)

An effective thesis cannot be answered with a simple "yes" or "no." A thesis is not a ~~topic~~; nor is it a ~~fact~~; nor is it an ~~opinion~~. A good thesis has two parts. It should tell what you plan to argue, and it should "telegraph" how you plan to argue—that is, what particular support for your claim is going in your essay.


1. Pick a topic


2. Be specific

3. Be arguable

4. Create a mini-outline

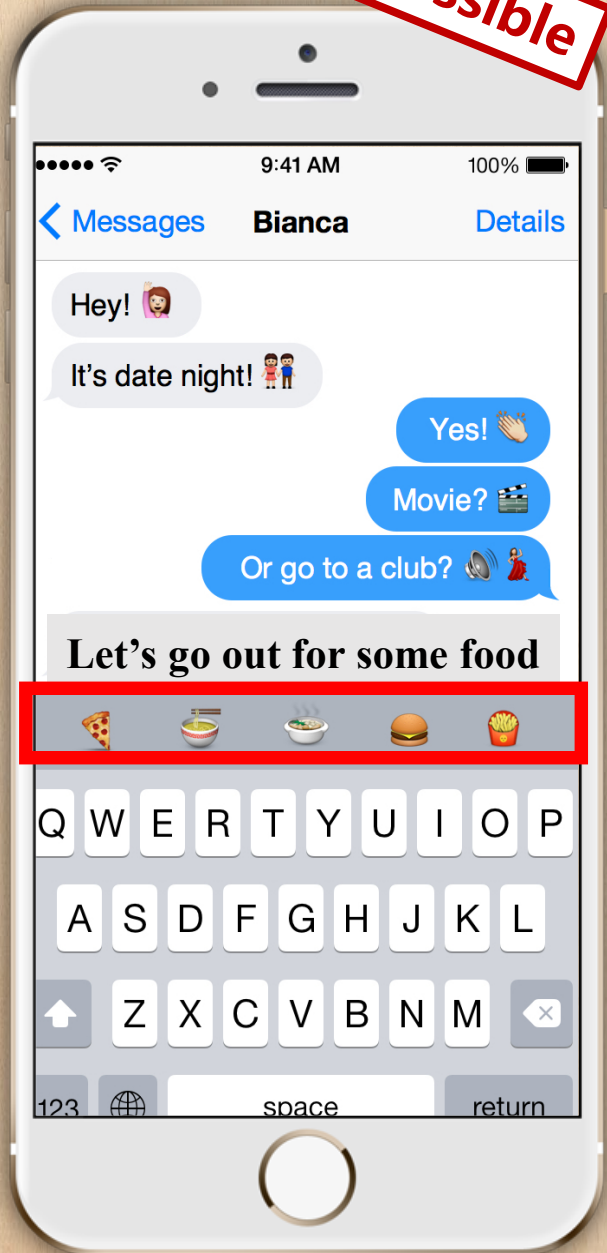
 **✓** *The role of emojis*  is *should be* adopted in *in digital communication*

X Broad
1st Emojis have  **enormous effects** on digital communication.

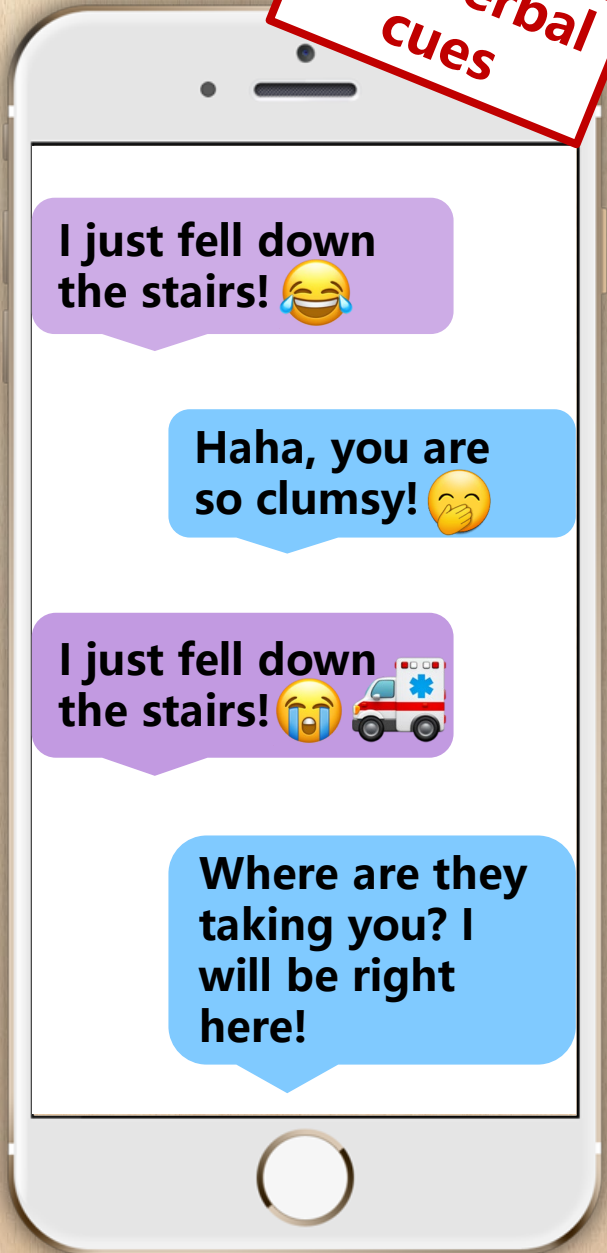
X Fact **✓** **Narrow**
 **2nd.** Emojis have been one of the biggest communication breaks **effective?** in the digital age.



accessible



non-verbal cues



empathy



5 Choose your words wisely

more specific

5th. Emojis should act as a **complement**

in digital communication because they are **accessible** to screen readers,

provide **non-verbal cues** **improved phrasing**

people online express **empathy** .

better word choice

ABSOLUTELY NO.



No.



Not Sure.



Yeah.



YES!



Your Good Thesis Statement Checklist	
Includes Your Topic	✓
Includes Your Opinion	✓
Is Clear	✓
Is Specific	✓
Is Arguable	✓
Outlines your paper	✓
Use effective word choices	✓

definition

diagnosis



Try this formula!!!

The (focus of your essay) should be (for/against) (debatable topic) because it (claim 1), (claim 2), and (claim 3).



Write a 3-paragraph essay to explain the role o...

发布日期：2019-11-29 19:12:58 提交截止：2019-11-30 19:12:00

互评截止：

学号	姓名	版本	提交时间
190407106	谢光耀	1 	2019.11.30 17:09
190407128	朱佳懿	1	2019.11.30 16:59
190407112	杨威	1	2019.11.30 16:33
190407101	季欣	1	2019.11.30 16:30
190108227	刘淑晴	1	2019.11.30 15:49
190108224	边志伟	1	2019.11.30 15:39
190108219	许传承	1 	2019.11.30 15:29
190403306	张明启	1	2019.11.30 13:50

40 Persuasive Essay Topics to Help you Get Started

<https://www.kibin.com/essay-writing-blog/20-persuasive-essay-topics-help-get-started/>

1. Does Facebook (or other forms of social media) create isolation?

Facebook lets people stay connected and meet new friends, yet some argue people spend so much time on social media that they lose contact with their real lives and may even become addicted.

2. Should guns be permitted in schools?

With recent school massacres permeating the news, people feel the need to protect themselves by carrying guns in all public spaces. Others, however, feel that gun-carrying on campuses will only increase crime and the death toll.

3. Do kids benefit if everyone on the team receives a trophy?

If everyone on the team receives a trophy (even for participation), kids may feel like part of the team and feel as though their efforts matter. Others believe handing out trophies to all kids on the team simply makes them feel entitled.

4. Is society too dependent on technology?

Technology creates great opportunities, yet some feel people can no longer function without a smartphone by their sides at all times.

checklist + formula

2019
Thanks

Bei Jing

