



Course Design

Unit 1 Communication in the Digital Age



Contents



Teaching Objectives



Innovation and Highlights

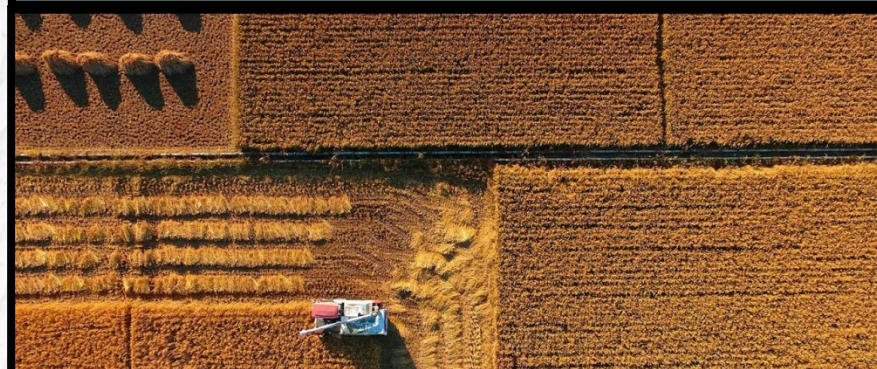


Unit Design

Overall Teaching Objectives



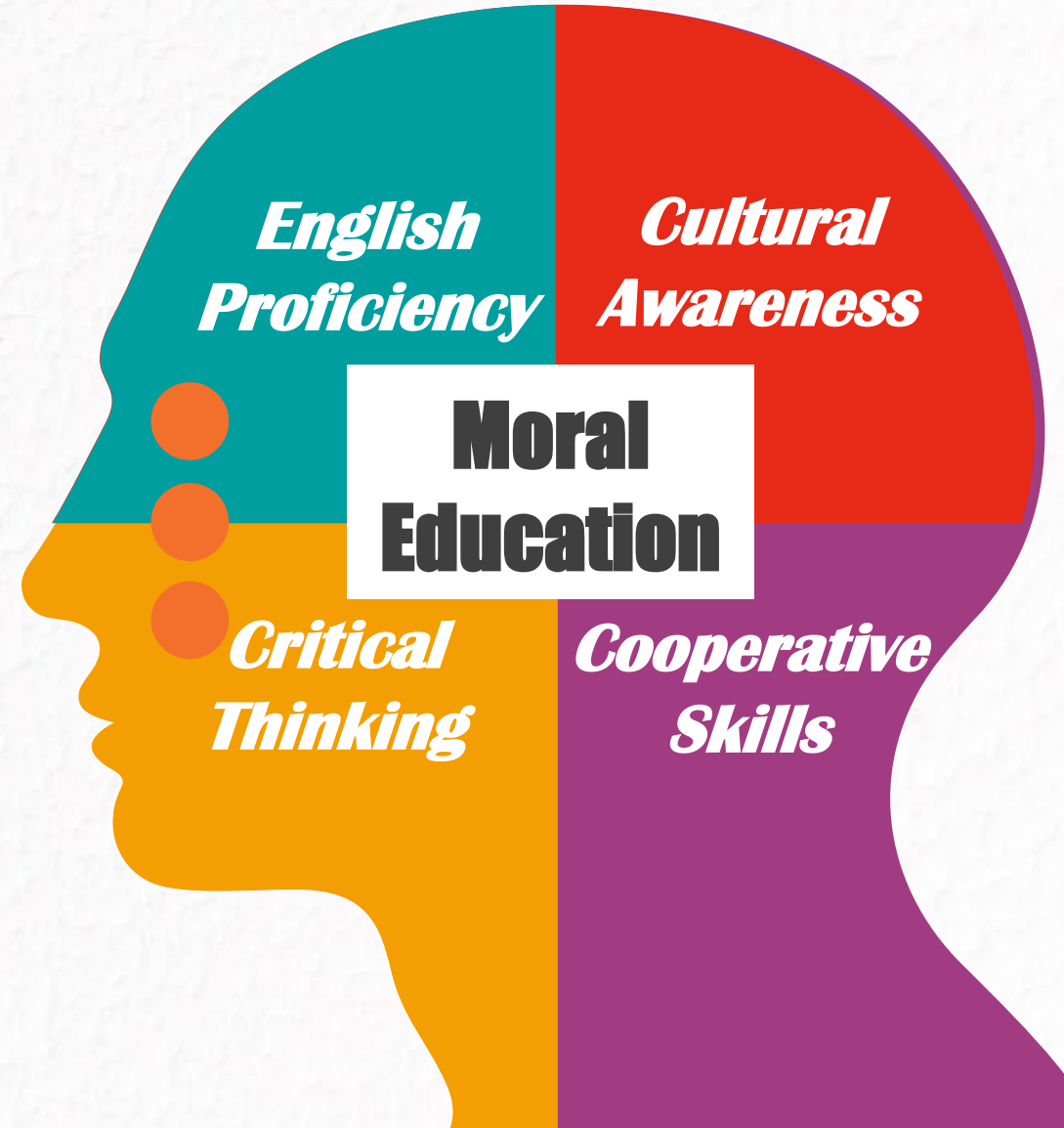
Greater Bay Area



Rural Vitalization



Cultural Revival



*English
Proficiency*

*Cultural
Awareness*

**Moral
Education**

*Critical
Thinking*

*Cooperative
Skills*



Innovation and Highlights

Innovative

1. 课程思政

1

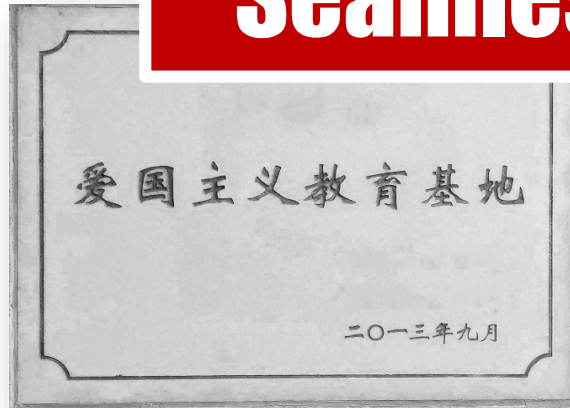
XX大学中共委员会文件

党字[2018] 71号

关于2018年度“课程思政”
改革项目立项的通知

**Approved project of
ideological and political
education**

Seamless Integration



**Rich resources of
patriotic education**



Student Analysis
1. Student source
2. Employment
...

Innovative

2. 分类指导

Student Analysis
Majors

《大学英语教学指南》
大学英语教学应贯彻
分类指导和因材施教
的原则





Unit Design

Major	Unit Project	Means
Statistics	Study the usage preferences of emojis among different age groups	Big data analysis Modelling
Computer Science	Create an emoji integrated with local cultural symbols	Python, Matlab
Social Science	The pros and cons of emojis	Debate
...		



**Differentiated Instructions
Based on Student Analysis**

Unit Project

Innovative

Challenging



Emoji Creation

Presentation

POA

Motivating

Enabling

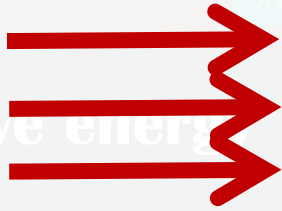
Producing

Unit Objectives

Appro

Using Emojis

**Input
(Enabling)**



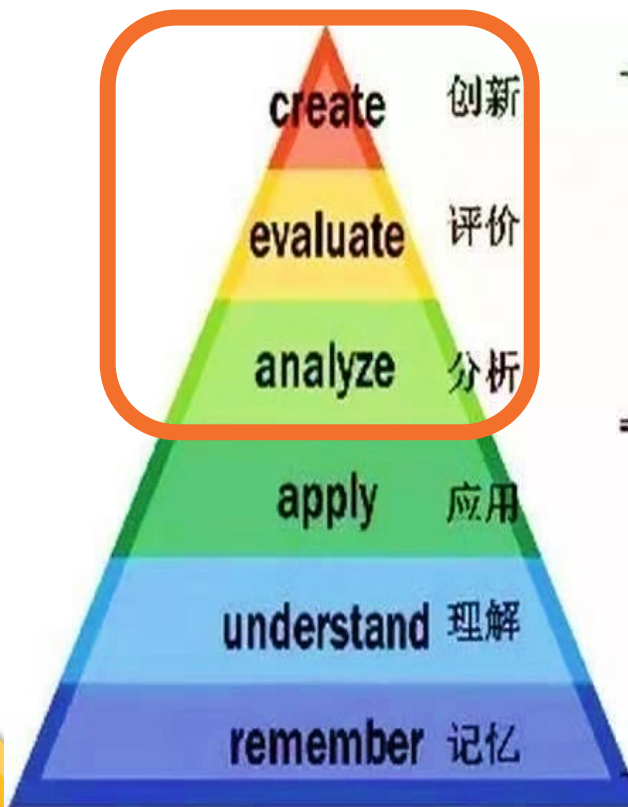
iEmoji
+
**Presentation
(Producing)**

A screenshot of a word cloud application interface. The interface includes a top navigation bar with a profile icon and the text "真心怡". Below the navigation bar, there are several text elements: "Avoid vulgar contents", "Avoid filthy content", "Boost confidence", and "conscious". At the bottom, there is a control bar with buttons for "默认", "词云", "图片墙", "分组模式", "匿名模式", "收藏夹", and "导出". The word cloud itself contains various words, including "Using Emojis", "Input (Enabling)", and "Presentation (Producing)".

Advanced

Teaching Process

Bloom's Taxonomy



Session 1

Subtask 1

Functions of emoji

Session 2

Subtask 2

Appropriate usage of emoji

Session 3

Subtask 3

Outline of an presentation

Unit Project

混合式
学习

Multi-dimensional Assessment

Offline

Online

微助教 精彩课堂好帮手

签到 课件 答题 点答 讨论 互评

Self-assessment

Checklist	1	2	3	4	5
I know the three functions of emoji and can use appropriate language to describe them					
I can talk about digital communication from different perspectives					
I can express opinions and offer solid reasons to support my argument					
I demonstrate my created emoji clearly in my presentation					

NB: 1-Poor, 2-Fair, 3-Satisfactory, 4-Good, 5-Very Good

2019/12/8

14:52 腾讯投票

The iEmoji Contest

Vote for you favorite emoji![多选]

Group 1	0票	0%
Group 2	0票	0%
Group 3	0票	0%
Group 4	0票	0%
Group 5	0票	0%

Demo Class

Session 1 *Functions of Emojis*

POA

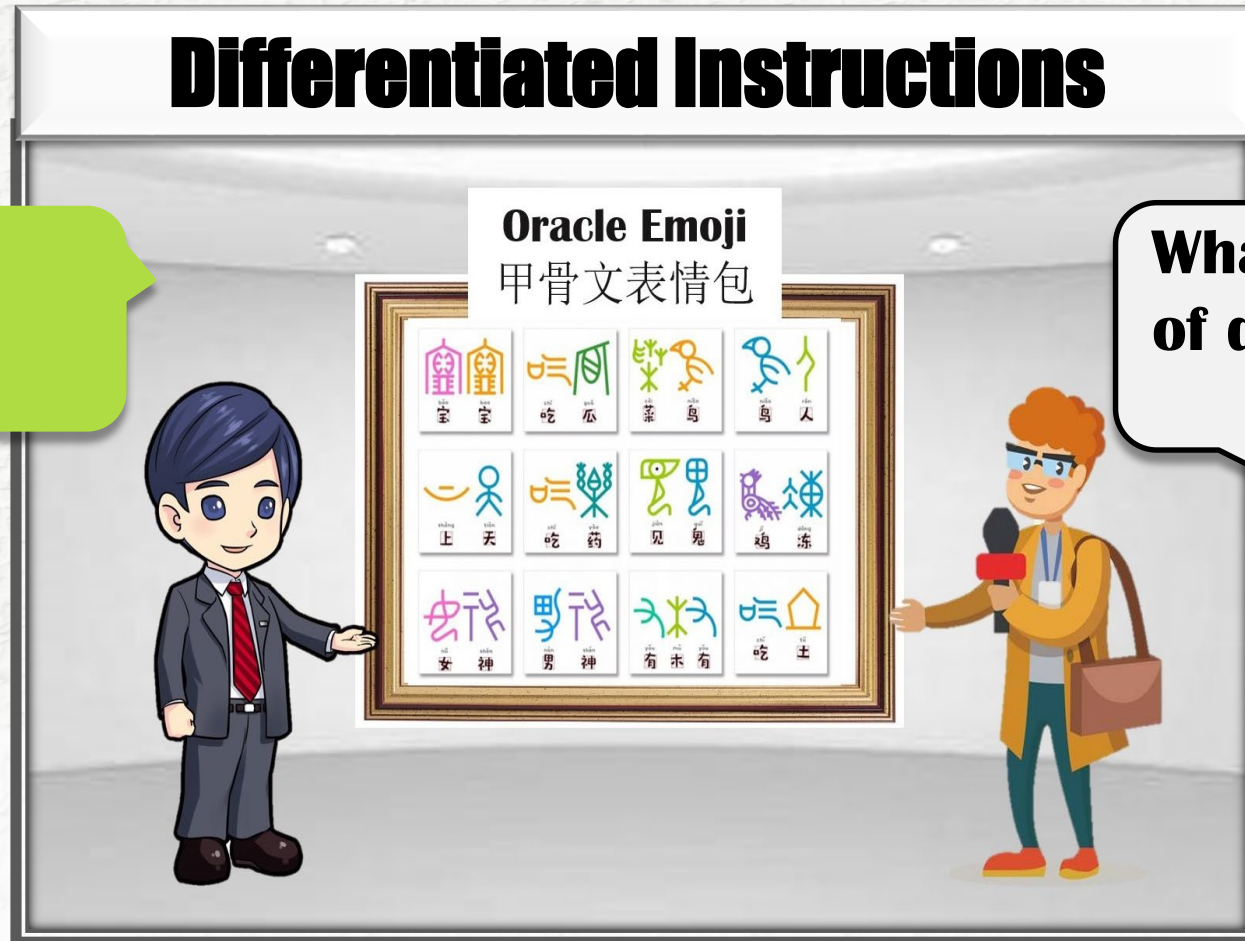
Design-related
majors

Differentiated Instructions

...

Motivating
Scenario

What's the purpose
of designing oracle
emojis?



Demo Class

Section 1 *Functions of Emojis*

POA



Emphasis on the role of emojis in promoting culture & values



Why Emojis are a No-brainer for Digital Communication



Learning Objectives



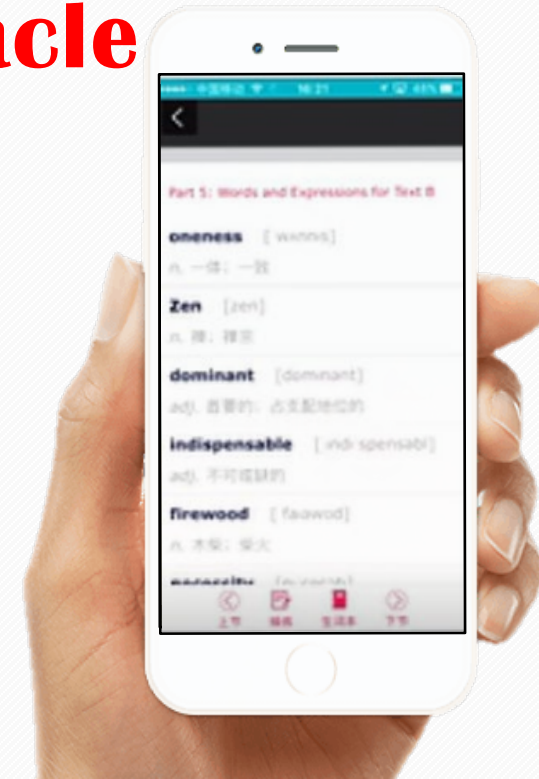
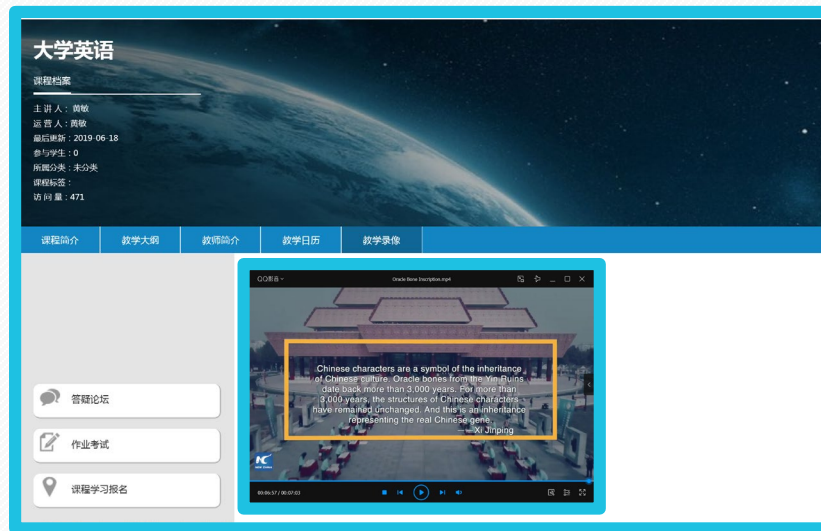
1. To talk about 3 functions of emotion using appropriate language
2. Enhance the awareness of promoting cultural values



Pre-class tasks

Mobile Learning

1. Vocabulary study on the app
2. Micro-lecture: **Emojis of Oracle Bone Inscription (甲骨文)**



Task

...

...

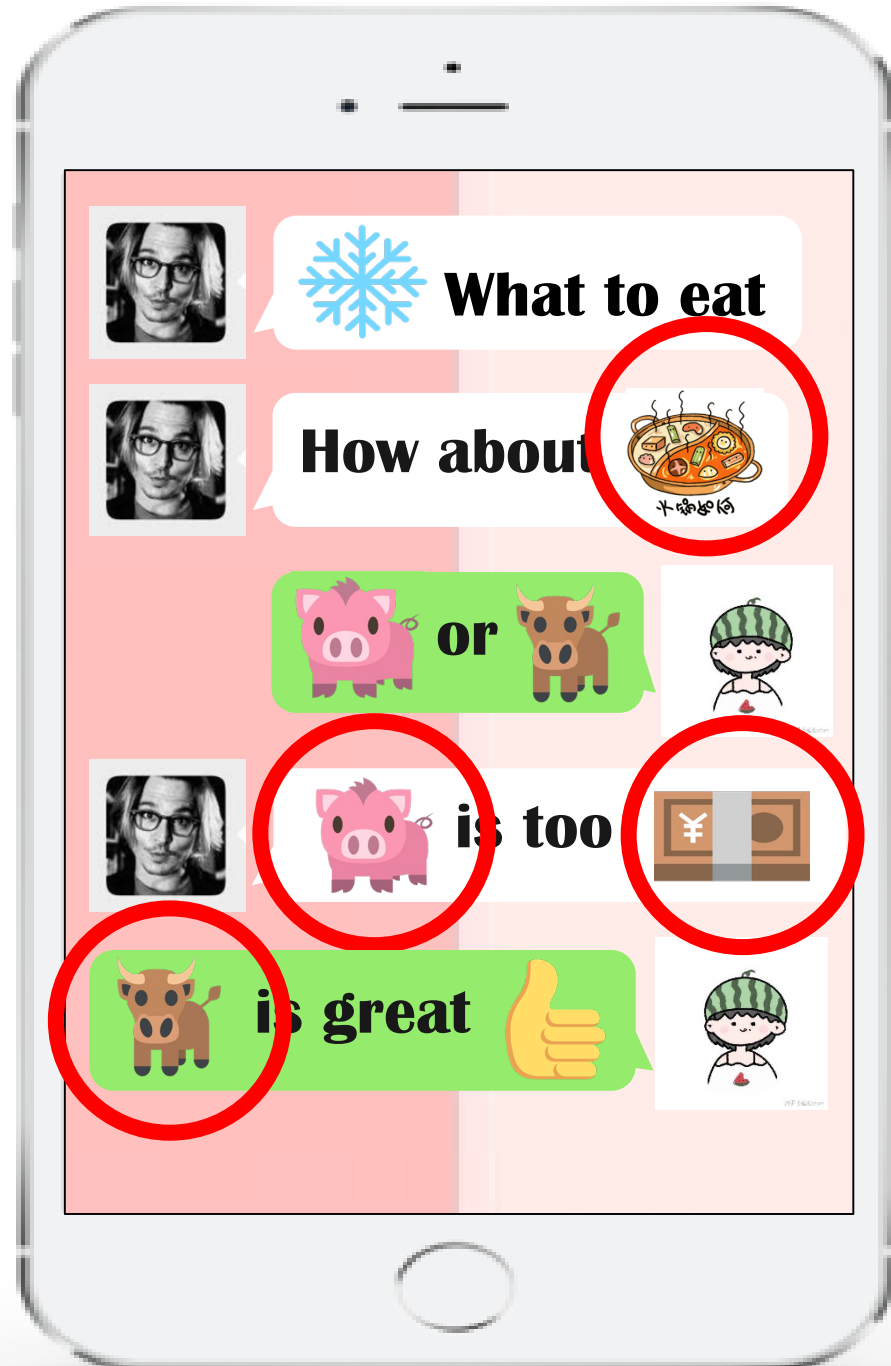


Oracle Emoji
甲骨文表情包

Dr. Chen, would you please share with us your design purpose of these oracle emojis?

And?





Functions of Emoji

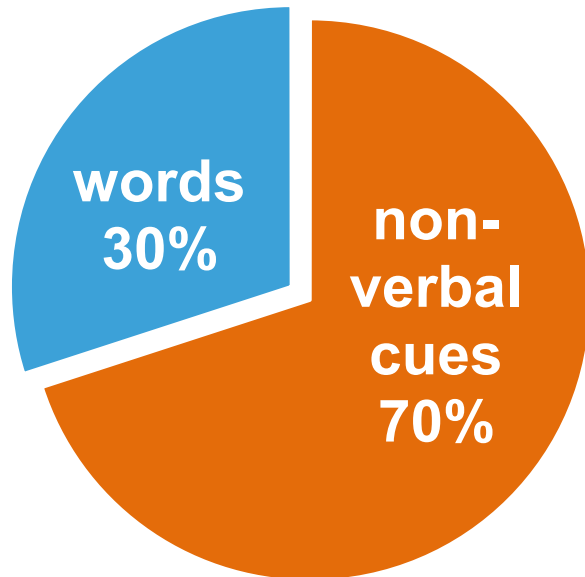
Para. 11

“

...the real innovation behind the ability to help people online

F1: to better express oneself

”



**Communication
(Para. 5)**

“... complement and support the messages coming from text.” (Para 15)

Why find a perspective

F2: to entertain people





**F3: to promote
culture & values**

fill

**The dumpling emoji is
created to promote
Chinese culture.**



Functions

01

**To better
express
oneself**

02

**To entertain
people**

03

**To promote
culture &
values**

Language Study

1. Emoji is conducive to (有利于) relaxing ourselves.
2. Emojis contribute to (有助于) clarifying the meaning hidden behind the text.
3. The function of emoji lies in (在于) its ability to promote culture. (Para. 11)
4. Emojis complement and support (补充和支撑) the messages coming from the text to help people better express themselves. (Para. 15)

Pair Work:

To explain the design purpose of the given emoji



Language

- lie in its ability to...
- complement and support the message coming from text to...
- be conducive to...
- contribute to...

Functions

- promote culture & values
- entertain themselves
- express themselves

And?



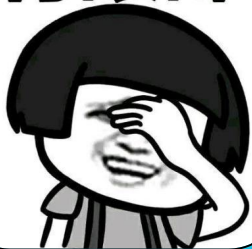
Further Exploration



**Integrate cultural symbols
into emoji-making**

Oracle Bone
Description

冇眼睇



Hou Sai Lei

猴塞雷

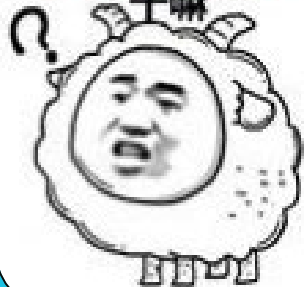
"好犀利"



Zuo Mie Ye

做咩爷

"干嘛"



拉埋天窗



A.



Cantonese Food

B.



Folk Custom

C.



Local Opera

D.



Cantonese Dialect



保护、传承、发展



Cantonese Food

Local Opera

Folk Custom

Cantonese Dialect

...





坚定文化自信，传承和弘扬中华优秀传统文化，
建设社会主义文化强国。

——习近平



社会主义
核心价值观





Wrap-up



01

**3 Functions of
Emoji**

02

**Language
Points**

03

**Awareness of
Cultural
Promotion**

Self-assessment

Checklist	1	2	3	4	5
I know emoji can be used to better express ourselves.					
I know emoji can be used to entertain people.					
I know emoji can be used to promote culture and values.					
I master the language points that can be used to describe the functions of emoji.					
I know local cultural symbols can be integrated into emoji-making.					

NB: 1-Poor, 2-Fair, 3-Satisfactory, 4-Good, 5-Very Good

Assignments

- 👉 **Explore other functions of emojis (Post them to the discussion board on social media platform).**
- 👉 **Explore local cultural symbols which can be integrated into emoji-making (Make a group-presentation in class).**
- 👉 **Reflect on the statement “现在的年轻人手机里有一大堆表情包，可是脸上却没有表情” (Write on *iWrite*).**

THANKS

