

2022外研社“教学之星”大赛

外语教材的有效使用：思想性与科学性相统一

英语类专业组

Contents



Teaching Design

Demo Class



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1-1 Target Students

Language Proficiency

Freshman, second-semester, CES-Level 4

Interest in EPS

91.1%, interested

Knowledge of EPS

47%, a little bit

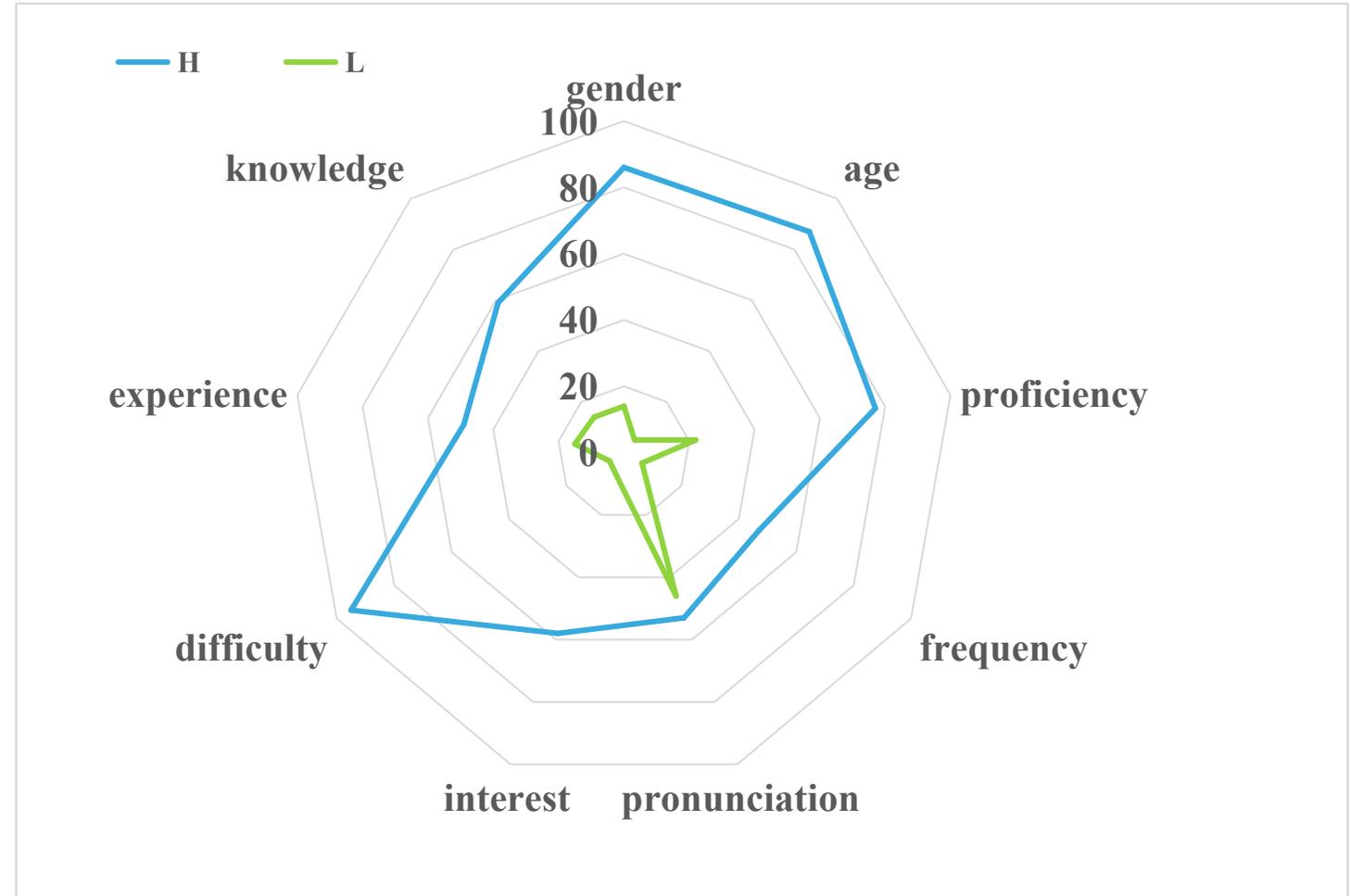
Experience of EPS

85%, inexperienced

Difficulty of EPS

95.2%, challenging

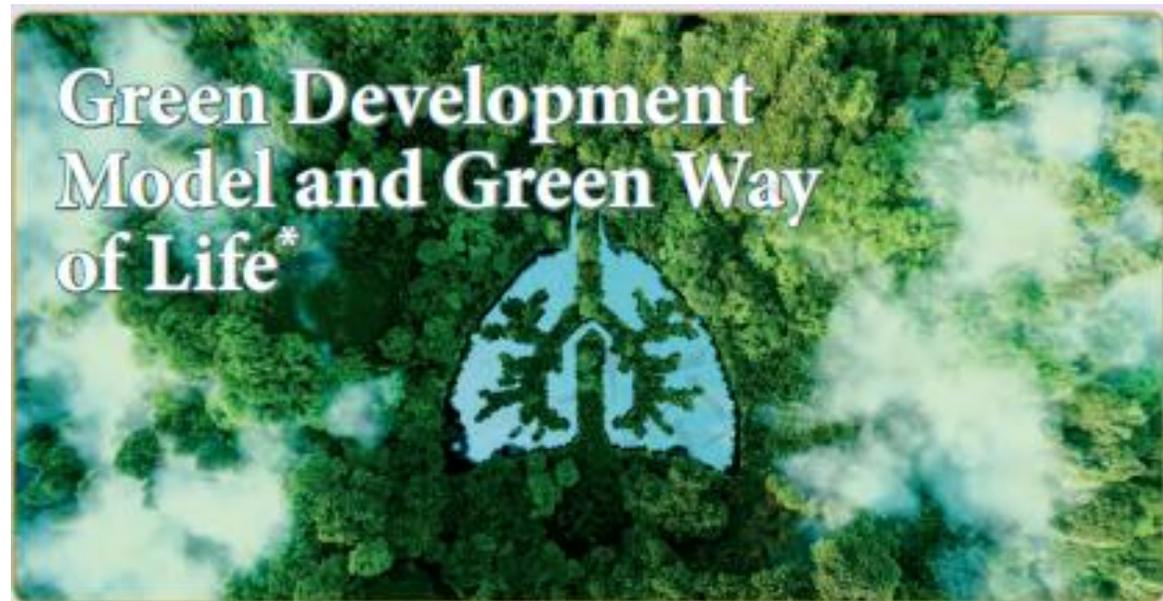
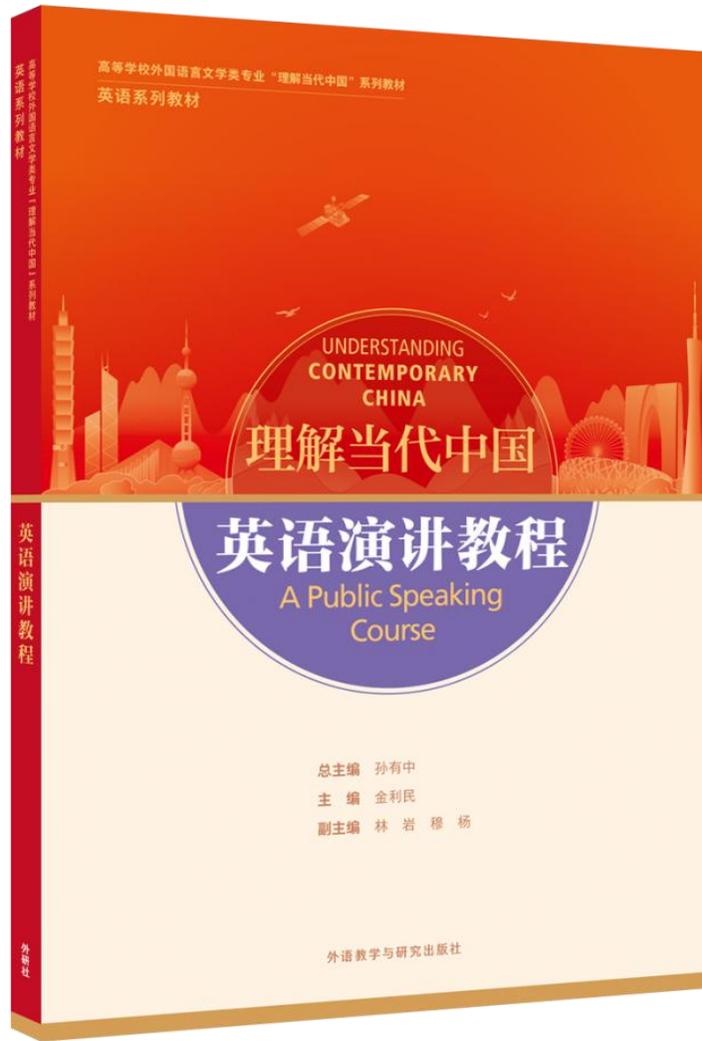
Students Profile



1-1 Teaching Material

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Unit 6 Live Green, Live Better

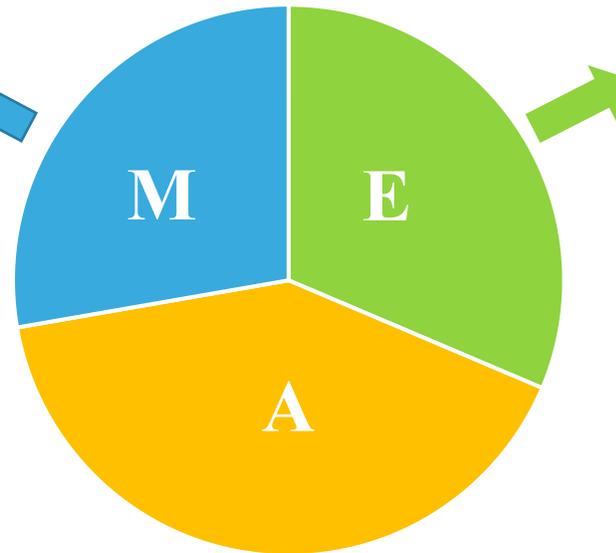


1-3 Instruction focus



Sample Beginning

Beginning



Language: Culture-loaded terms
Content: Techniques for a good introduction
Structure: Greetings; Starters; Thesis statement

Instant: assessment of sample introduction(TSCA)
Delayed:revised version online (Peer)

1-2



Teaching Objectives

L

Language competence

Proper use of culture-loaded terms about green development in EPS

C

Cultural awareness

Enhancement of cultural confidence

T

Thinking Quality

Critical analysis and use of online information

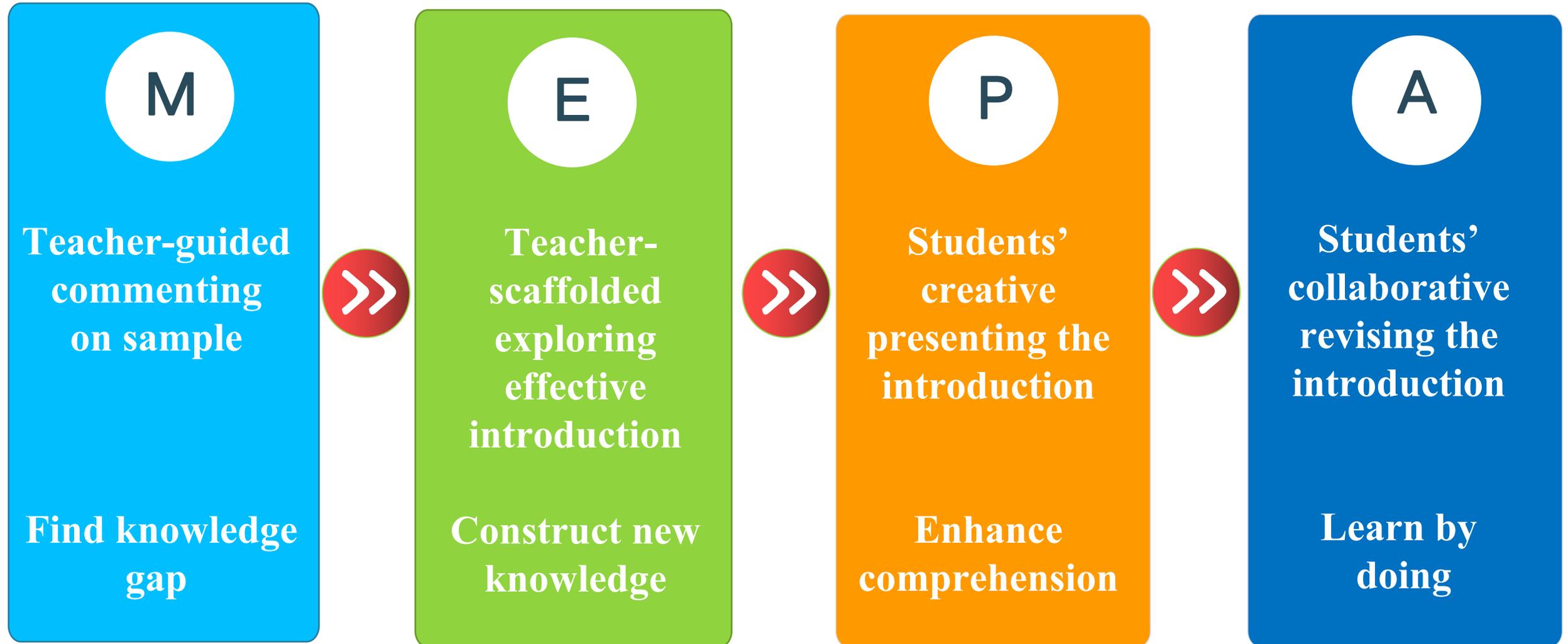
L

Learning Ability

Proper use of diagrammatic information in speech introduction



1-4 Teaching Procedure





In-class TSCA

Yes	No	Speech introduction
		the “square” pattern
		credibility
		thesis statement

After-class TSCA

Yes	No	Speech introduction
		Apply the “square” pattern
		Establish credibility
		Provide a thesis statement
		Create a positive relationship
		Work out the language

Telling Stories of Green China to the World

Scenario 1

A speech at United Nations Climate Change Conference

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0

Scenario 2

A campus speech to foreign schoolmates

**Scenario 4**

A speech to anyone watching the TikTok video



Tik Tok

Scenario 3

An online speech to foreign teachers' home community



References

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- 01** | **Sample Assessment**
- 02** | **Beginning Strategies**
- 03** | **Speech Presentation**
- 04** | **Assignment**

Sample Introduction

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Scenario 4

Topic: Telling Stories of Green China to the World

Occasion: A TikTok speech

Audience: TikTokers

An **impressive** introduction?
Why or why not?

Like musical plays, speeches need appropriate beginning and ending. The beginning prepares your audience for what is to come, the conclusion ties up what you have said and alert the audience that the speech is going to end.

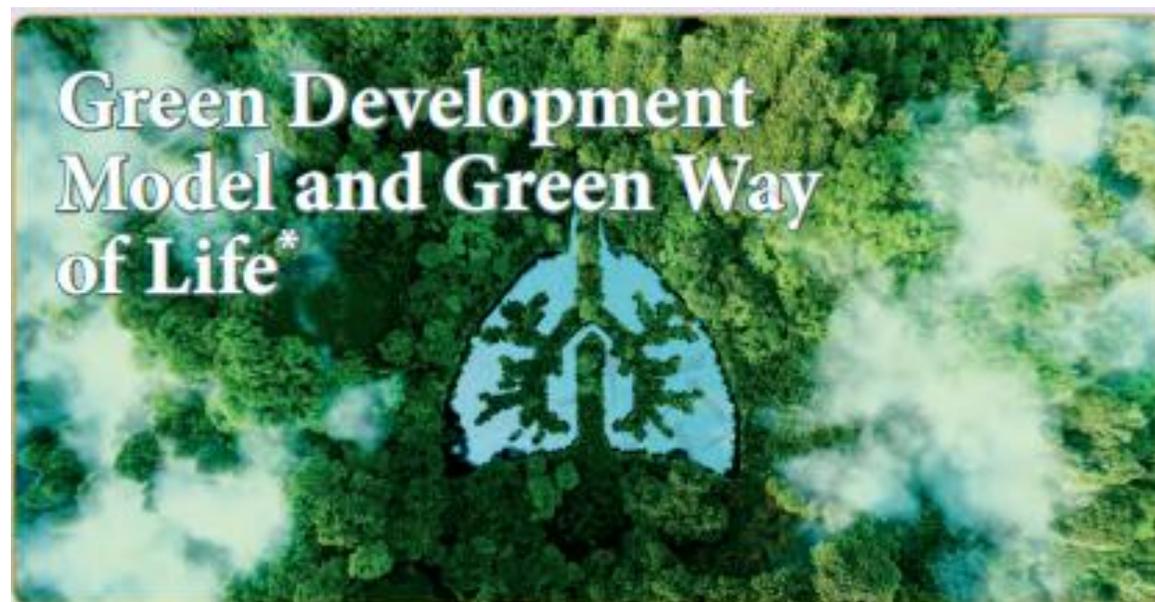
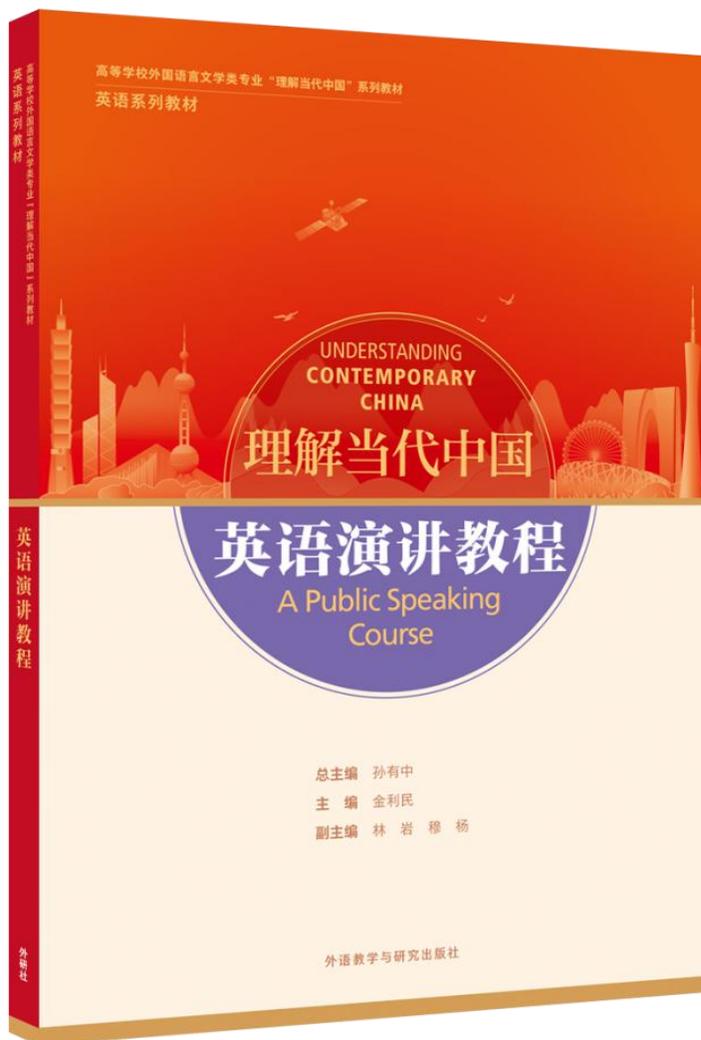
---- The Art of Public Speaking



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Unit 6 Live Green, Live Better



Green Development Model and Green Way of Life P. 99

Promoting the green development model and a green way of life is an essential requirement of our new development concepts. We must give top priority to ecological progress in our overall plan, follow the basic state policy of resource conservation and environmental protection, and give high priority to saving resources, protecting the environment, and promoting its natural restoration. We must develop a resource-saving and eco-friendly land utilization planning system, industrial structure, mode of production, and way of life. We should strive for the coordinated development and common progress of the economy, society, and environmental protection, and create a good environment for our people to work and live in.

Occasion:

The 41st group study session of the Political Bureau of the 18th CPC Central Committee

Audience:

committee members?
all Chinese people?
people of the world?

Attention:

straight to the point?
story?
serious?
question?
straight to the point?
related movie?
the 1st sentence

Tone: serious/light-hearted?

Main argument:

What

Attention, Tone, Credibility, Main Argument *P.105*

- Structure**
- addressing
 - starter
 - thesis statement

--techniques

Attention

Tone

--serious
--light-hearted



--main argument
--preview of main points

Argument

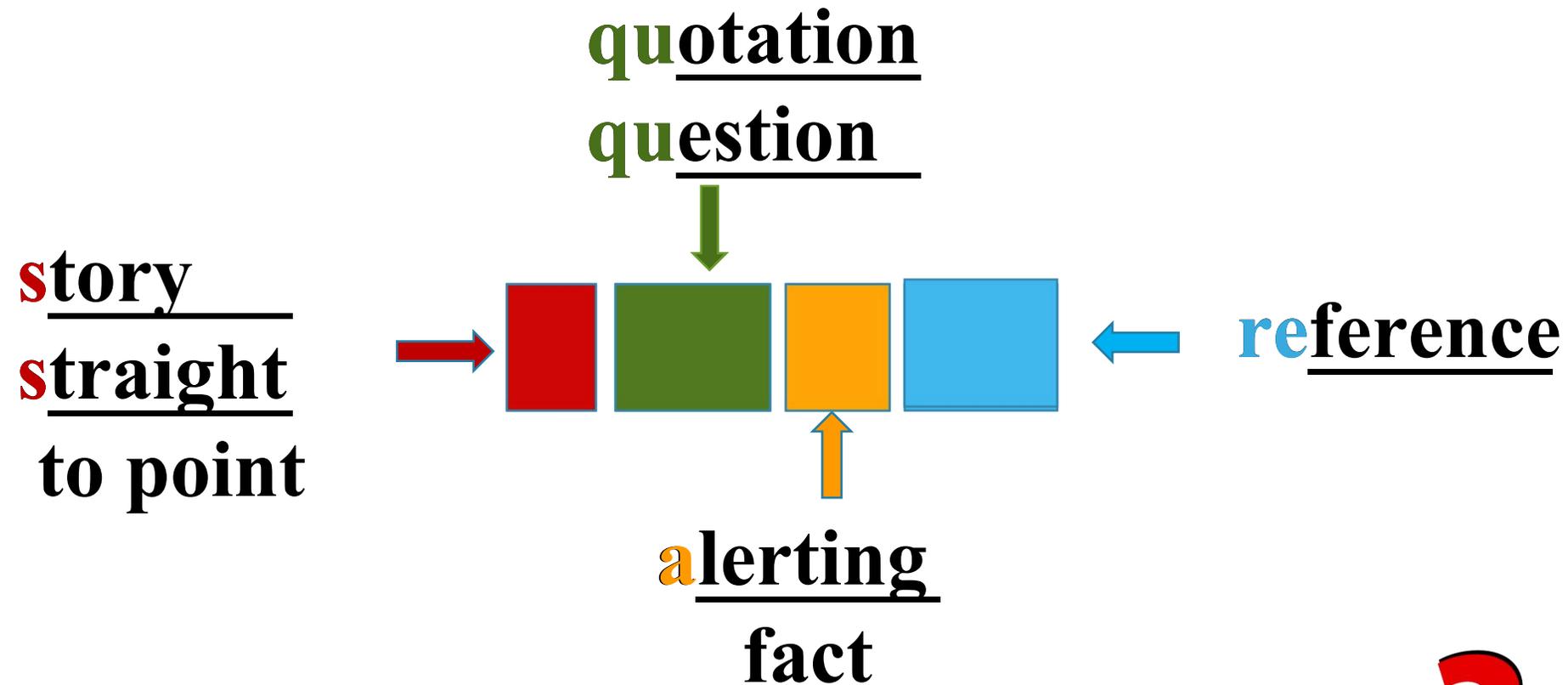
Credibility

--diagrams/graph
/table/statistics
/numbers
--reliable sources

...

Try the “SQUARE” pattern to gain attention

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How to use the pattern effectively





...“Dad, **you generation** created this problem, **you’d better fix it**”. Wow...

Stories you experienced, heard, read...

- **Provocative**
- **Touching**
- **Dramatic**
- **Well-tailored**

S **QU** **A** **RE**

What do I know that would cause me, a reticent, Midwestern scientist, to get myself arrested in front of the White House protesting? And what would you do if you knew what I know? Let's start with how I got to this point. I was lucky to grow up at a time when it was not difficult for the child of a tenant farmer to make his way to the state university.

- **Punchy**
- **Rhetorical**
- **Meaningful**
- **Creative**

A climate scientist James Hansen told a story of his involvement in a debate over global climate change.



万物各得其和以生，各得其养以成。（荀子《天论》）

Xunzi, one of Chinese philosophers, said all beings flourish when they live in harmony and receive nourishment from Nature.

《荀子》中说：“草木荣华滋硕之时，则斧斤不入山林，不夭其生，不绝其长也。”

As Xunzi, one of Chinese philosophers, stated, “Axes must not enter the forest when the plants and trees are flourishing, lest their lives be cut short.”

天地与我并生，而万物与我为一。（庄子《齐物论》）

More than two thousand years ago, Chinese philosopher Zhuangzi said heaven and earth coexist with me; all things and I are one.

- **Relevant**
- **Brief**
- **Well-known**

S **QU** **A** **RE**

...

Today I want to talk to you about recent reports **published by English media** which alleged that **toxic air pollution** has caused **thousands of deaths in the world.**

- **Reliable**
- **Specific**
- **Amplified**
- **Comparative**

Experts from the WHO estimate for the death toll from **air pollution** every year. **Their latest estimate** is 7 million deaths **per year.** Ten times of the **total population** of Kingdom of Bhutan, **31%** of the residents of **Beijing** and **80%** of the resident of **New York.**



S QU A RE

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...the **movie 2012** ... People were presented with **shocking and frightening scenery**: Fire pours down from the sky; ...

Refer to movies/books/events...

- Revelant
- Alerting
- Brief
- Impressive

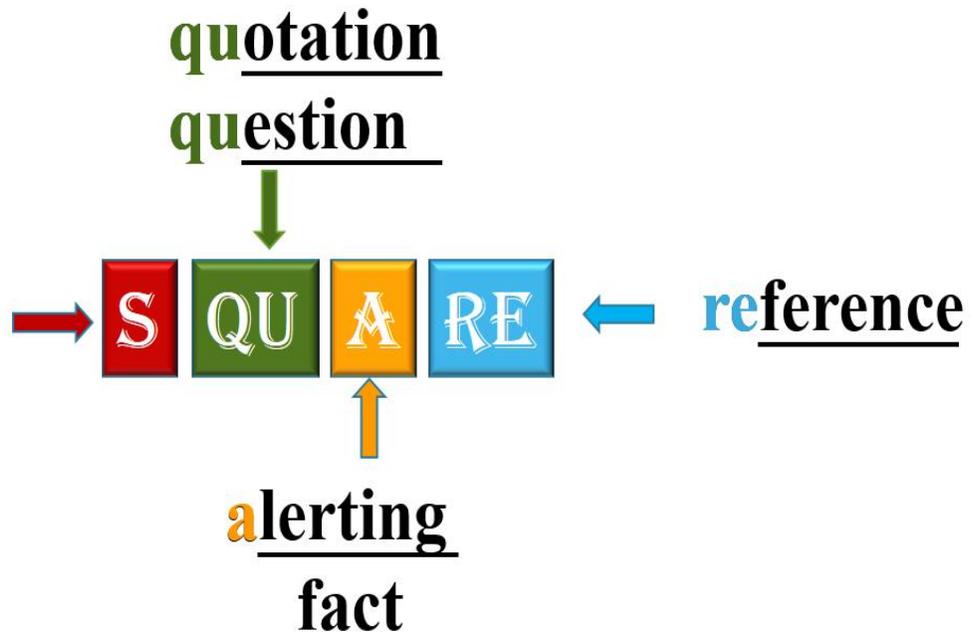
Motivating

Enabling

Producing

Assessing

story
straight
to point



Attention

Tone



Argument

Credibility

Revise the following introduction

Scenario 4

Occasion: A TikTok speech

Audience: TikTokers

Hello, everyone. I am going to tell you about China's green story. There are dramatic changes in China's environment in recent years. So, next I will introduce what measures China has taken and what China has achieved.



Assignment

Checklist

Script Revision

- revise the introduction;
- produce a video of introduction and post online;
- assess the revised version.

Ye s	No	Speech introduction
		Apply the “square” pattern
		Establish credibility
		Provide a thesis statement
		Create a positive relationship
		Work out the language



THANK YOU

