

# 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**

# Teaching Design

**01****Target Students****02****Teaching Material****03****Teaching Objectives****04****Teaching Procedures****05****Assessment Methods****06****Material Integration**

# 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

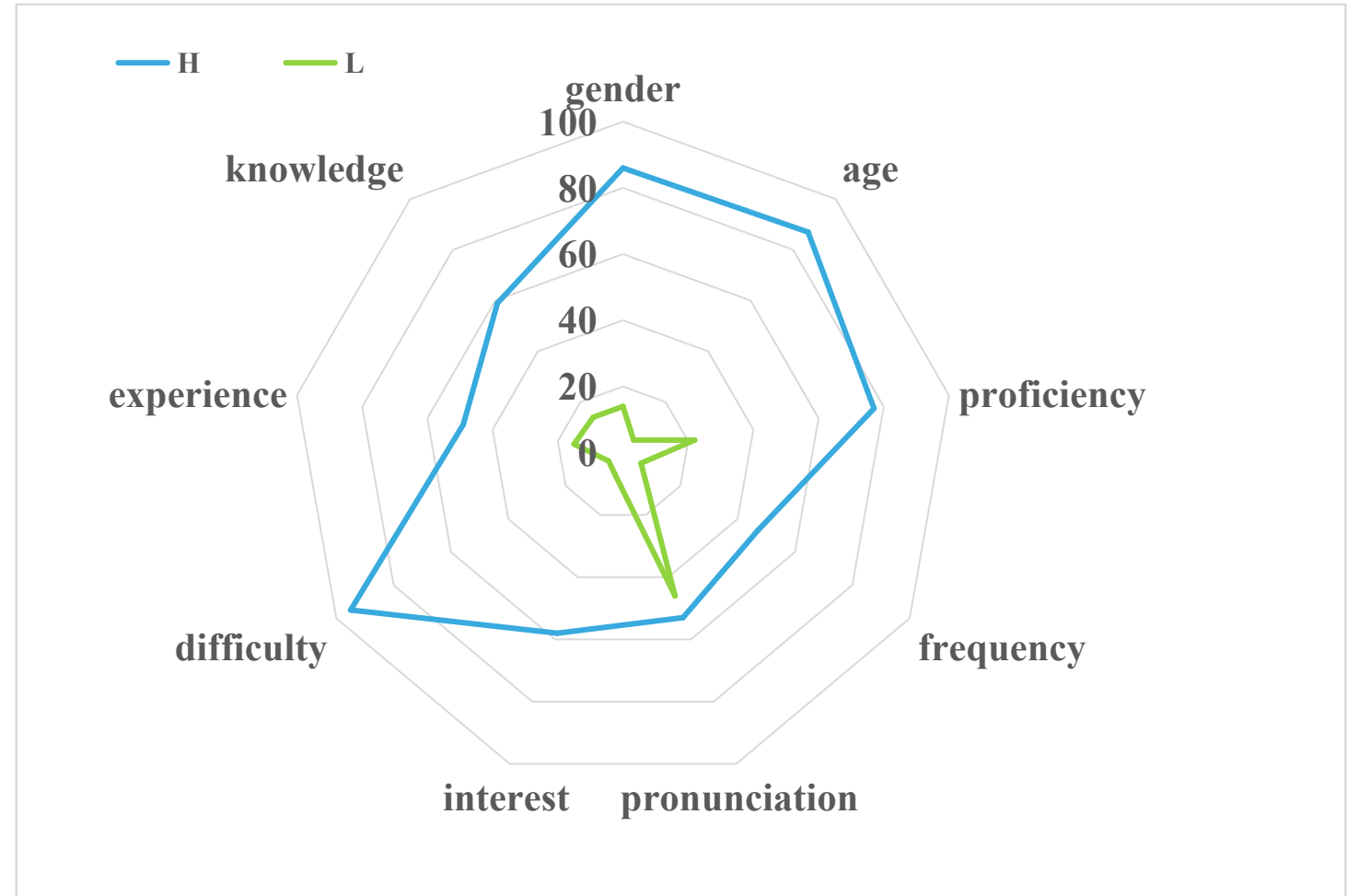
## Experience of EPS

85%, inexperienced

## Difficulty of EPS

95.2%, challenging

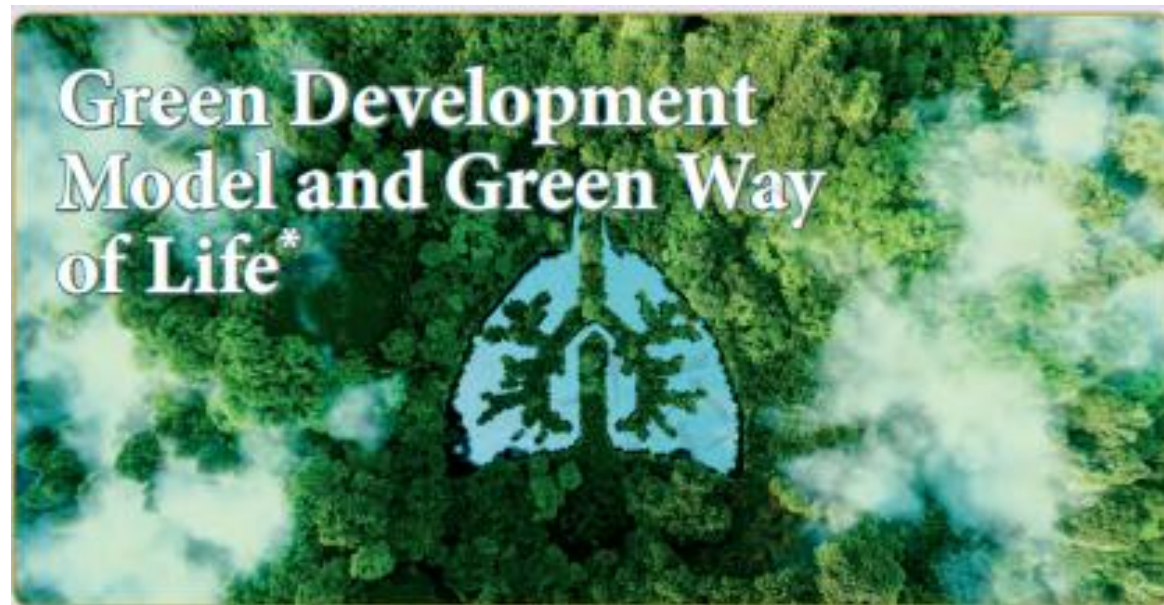
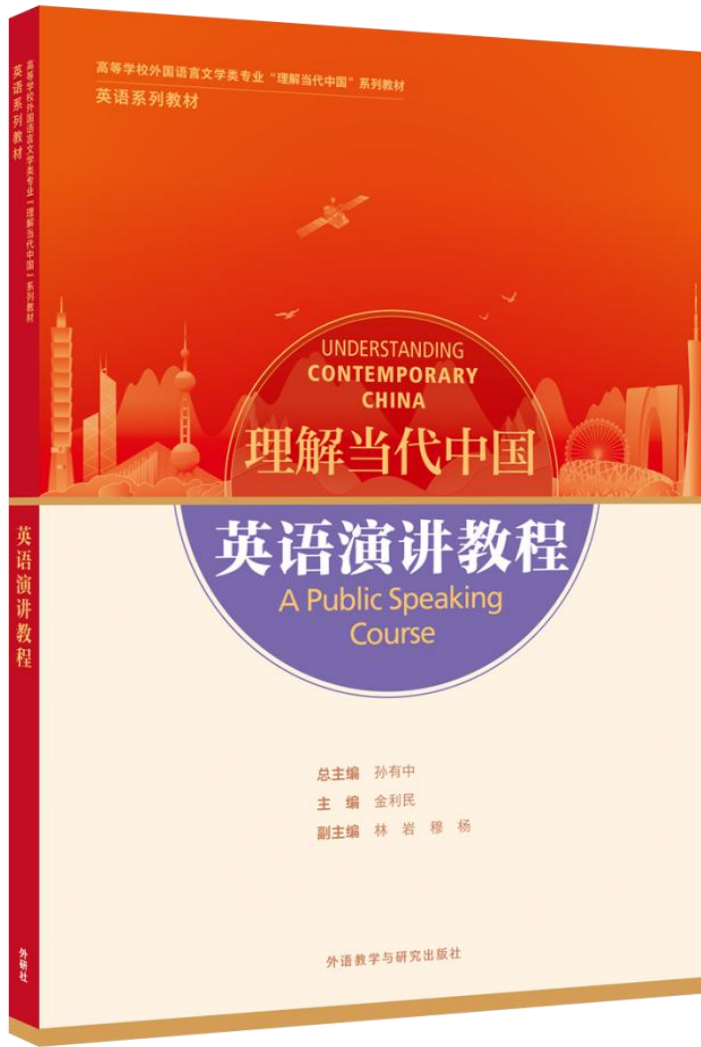
## Students Profile



# 1-1 Teaching Material

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## Unit 6 Live Green, Live Better

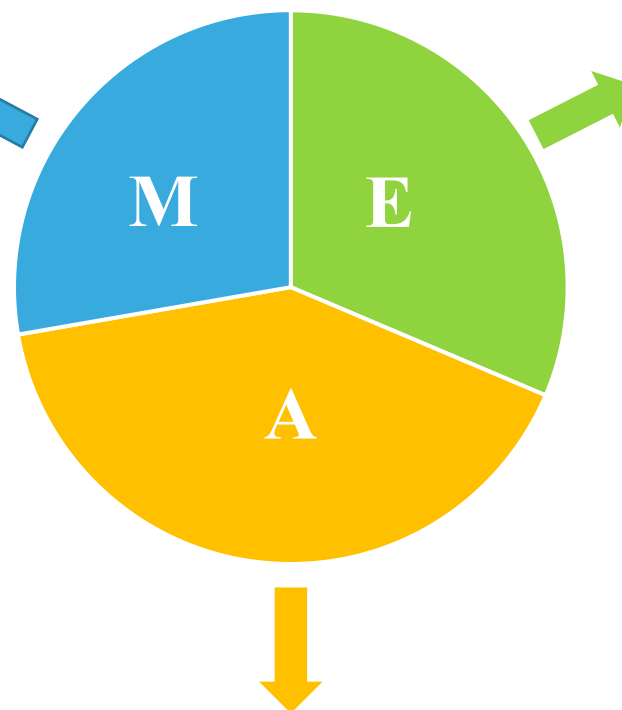


# 1-3 ➤ Instruction focus



**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)

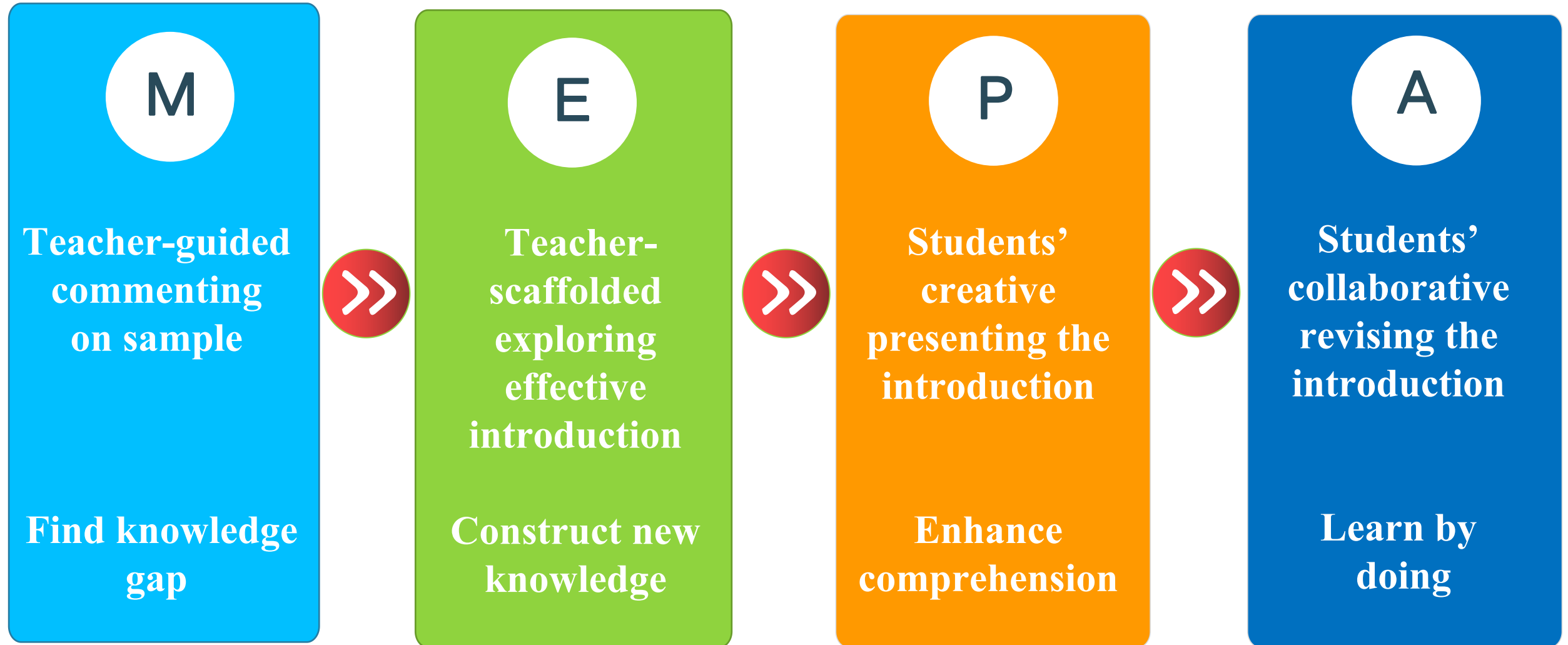




# Teaching Objectives

**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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### Scenario 2

A campus speech to foreign schoolmates



### Scenario 4

A speech to anyone watching the TikTok video



### Scenario 3

An online speech to foreign teachers' home community



# References

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- [9] Guerrettaz, A. M. , & Johnston, B. . (2013). Materials in the classroom ecology. *The Modern Language Journal*, 97(3).
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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.**

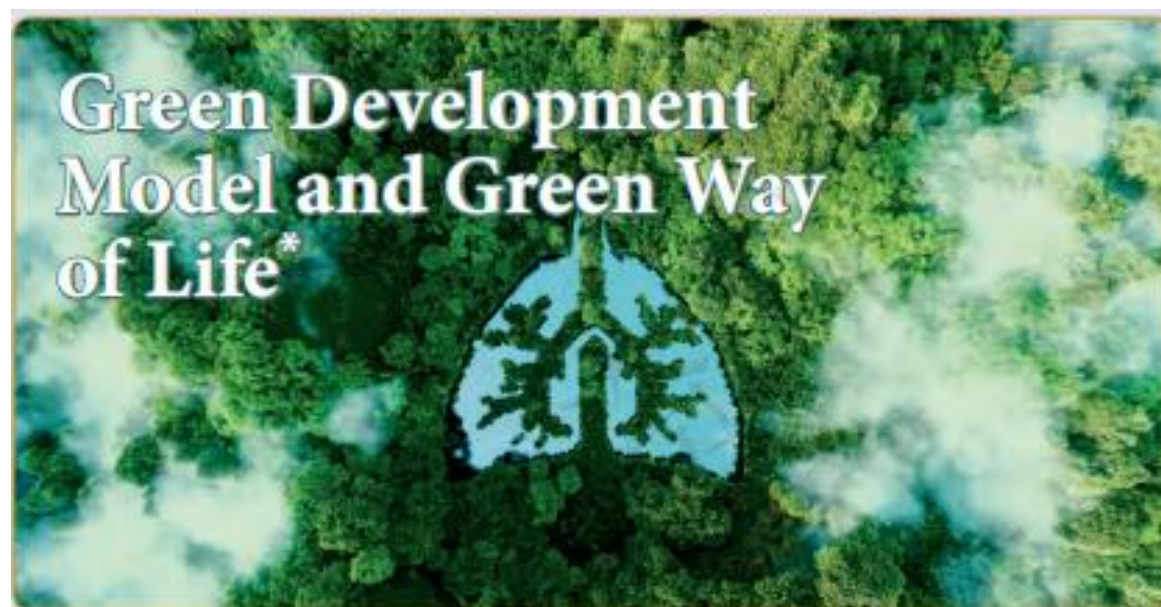
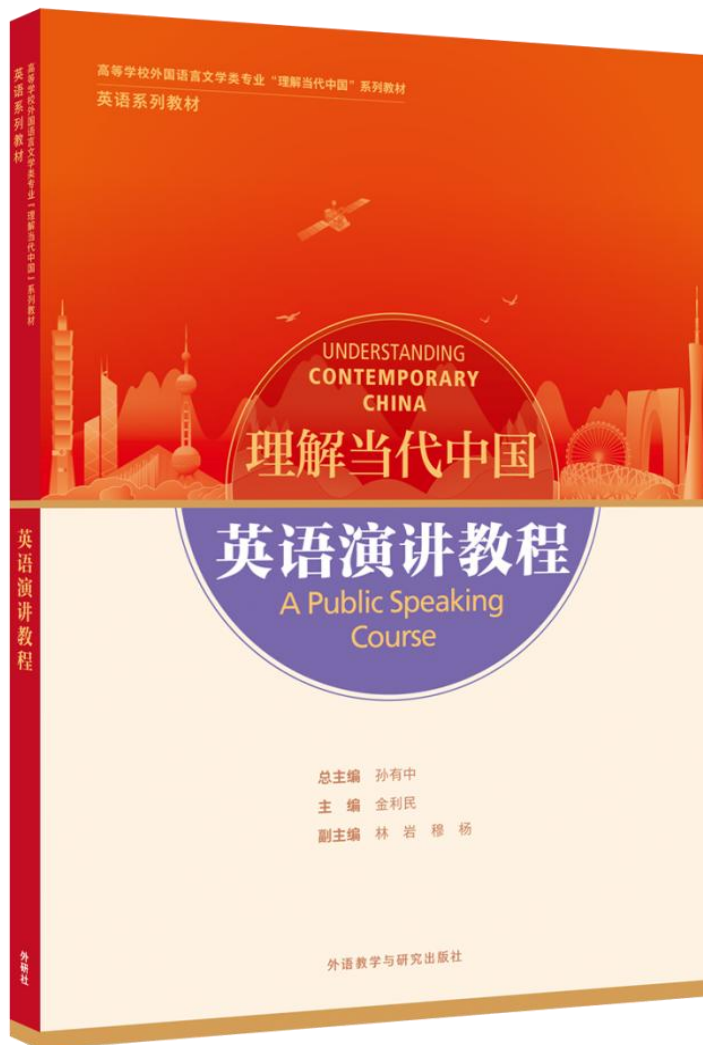
**---- *The Art of Public Speaking***





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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

--main argument  
--preview of main points

**Attention**

**Tone**

--serious  
--light-hearted

**Argument**

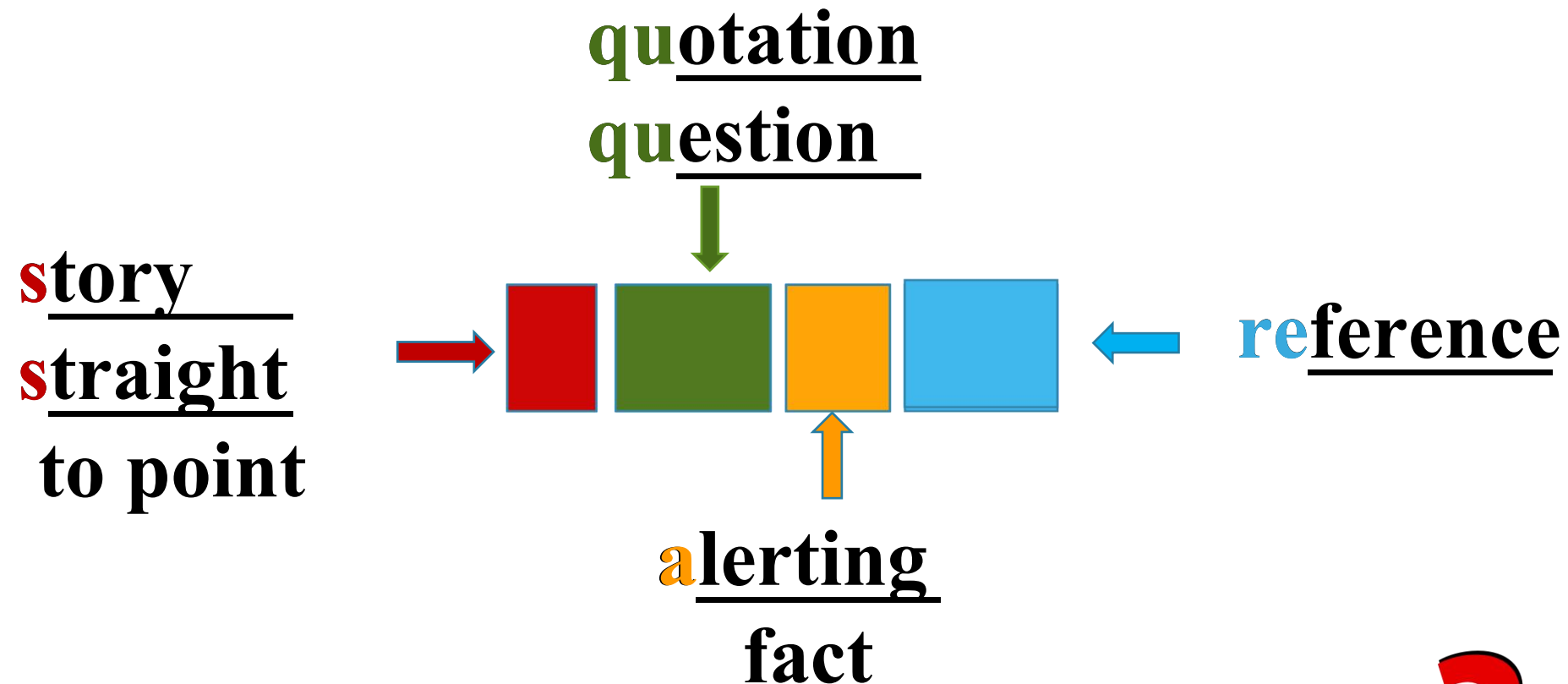
**Credibility**

--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 Q U A R E**

**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.**



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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

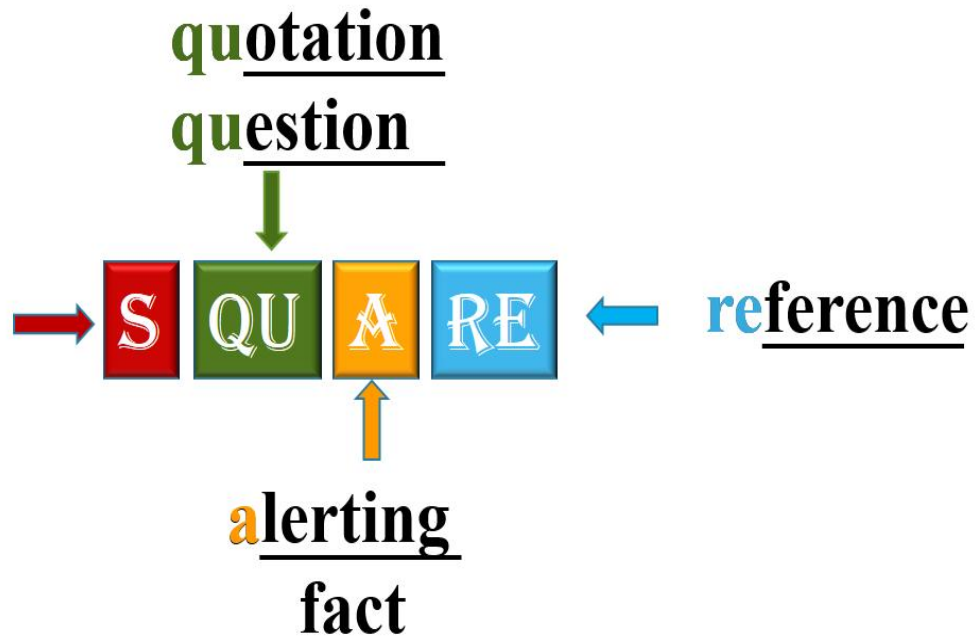
Motivating

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

