

Unit 3

High-Quality Development



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01 Teaching Context

02 Rationale of Design

03 Empowerment of Digitalization

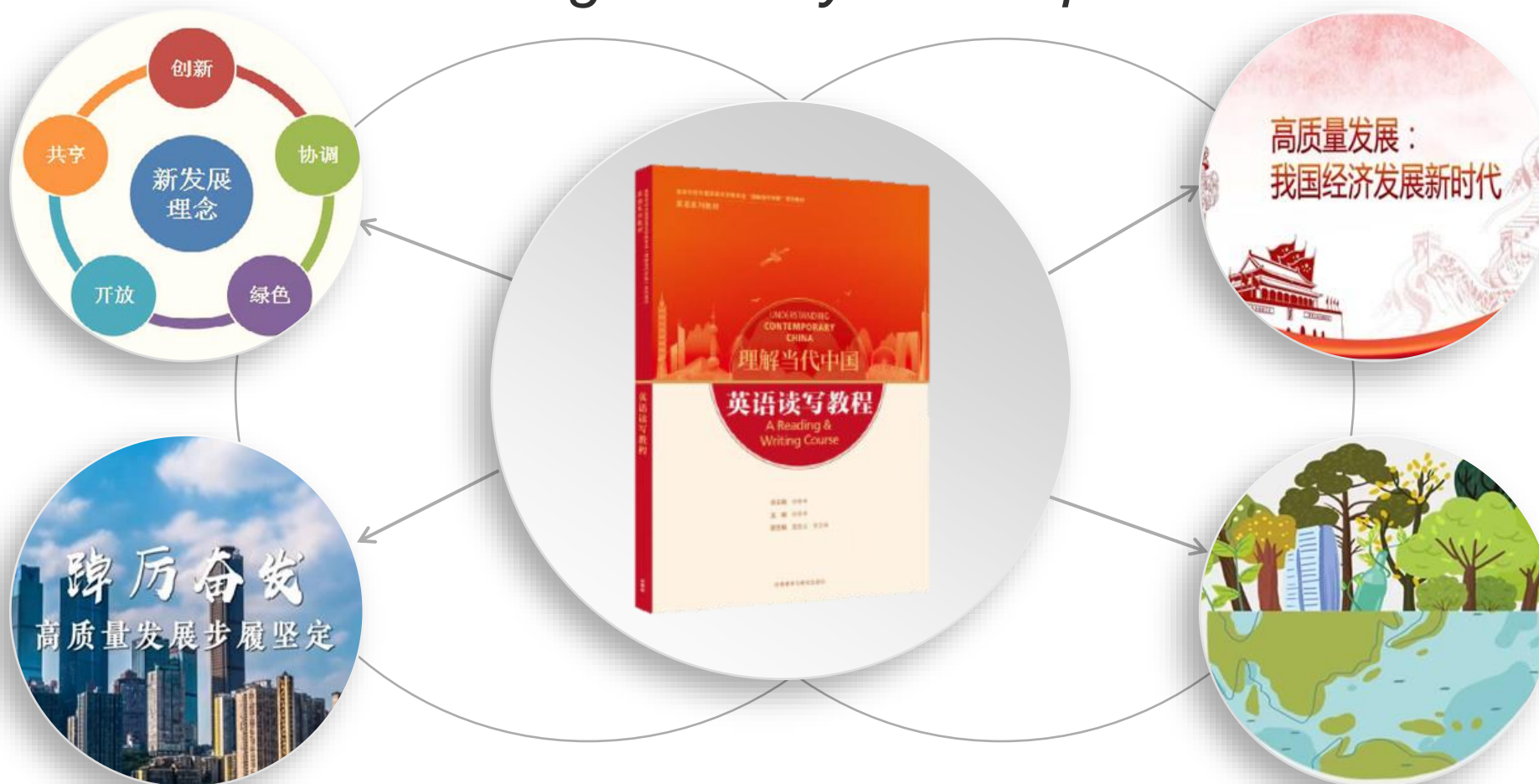
04 Effectiveness of Using the Textbook



Teaching Context

Our Course

Unit 3 High Quality Development



Teaching Context

Our Students



Junior Students
of Business
English Major

English Level
CSE 5



Weak at
Critical Thinking



Reading & Writing
General
Not specific



Teaching Context

Our Objectives



Knowledge

Understand the new development concepts



Language

Tell stories of China's high-quality development



Critical Thinking

Improve critical thinking in a global perspective



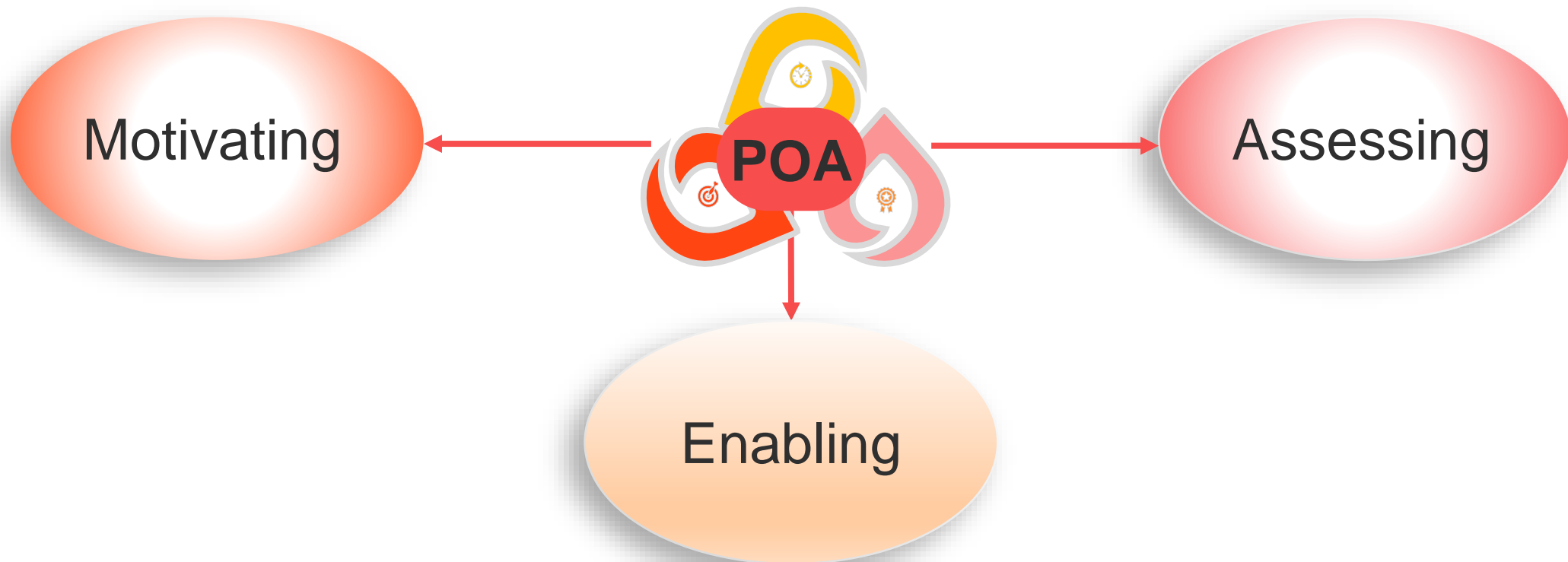
Values

Appreciate Chinese wisdom, cultivate cultural confidence

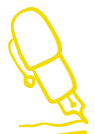
Rationale of Design

Teaching Approach and Procedure

Production – Oriented Approach



Rationale of Design



Motivating

POA's **four** elements of scenario motivation:

The topic

is to tell specific stories of high quality development

The purpose

is to show China's development to the world

The identity

is that university students tell stories to judges and audience of the contest

The occasion

is to attend the contest related to understanding contemporary China

2023 “外研社·国才杯”
“理解当代中国”全国大学生外语能力大赛

Rationale of Design



Motivating – Demo Design

POA's **four** elements of scenario motivation:

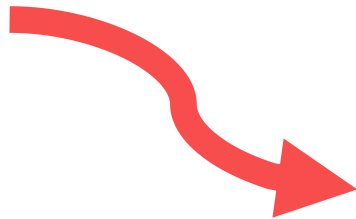
The topic

is to tell specific stories of high quality development

The purpose

The identity

The occasion



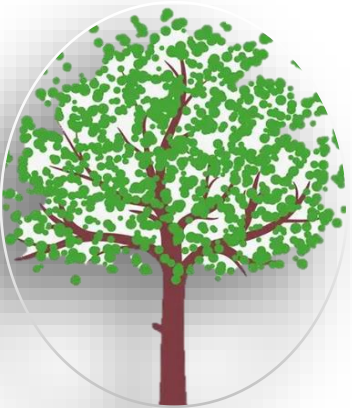
In the demo design:
we narrow down the topic to tell specific stories of coordinated development between urban and rural areas.

Rationale of Design

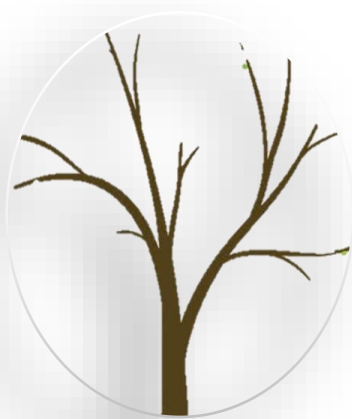


Enabling

*Understanding “**Big**” China, Telling “**Small**” Story*



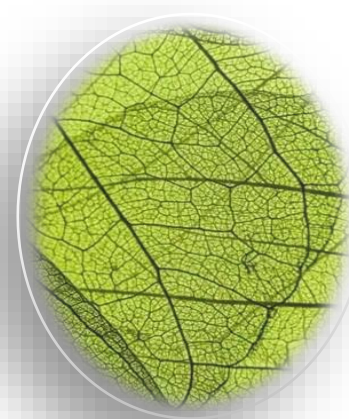
Inclusivity



Dimensions



Examples



Nature



Engagement

Rationale of Design

Enabling

Teaching procedure	Reading		Writing	
	1 st period (online)	2 nd period (offline)	3 rd period (online)	4 th period (offline)
Motivating	Scenario Mind map & Summary Essay to comment on the development of the concepts	Scenario illustrate the concept of coordinated development	Scenario select and search for an example for writing write the first draft of the story	Scenario revise and finish the second draft of the story
Enabling	Reading lists and reading question lists Micro-lecture Media videos	Read para.9-12 Critical thinking question on P.53 Supplement: different examples Use the 4E pattern	Videos and writing scripts from excellent students' samples	Use typical examples and analyze students' first drafts Use the 4C pattern
Assessing	TSCA /using standard checklists and comments			

Rationale of Design



Enabling

Reading
4E

Elaborate



Exemplify



Evaluate



Empathize

Writing
4C

Clear



Concrete



Convincing



Connected

Rationale of Design



Enabling – Demo Design

New
Development

Innovative

Coordinated

Green

Open

Shared

Between regions

Between urban and rural areas

Between material and cultural progress

Between economic growth and national defense

Reading
4E

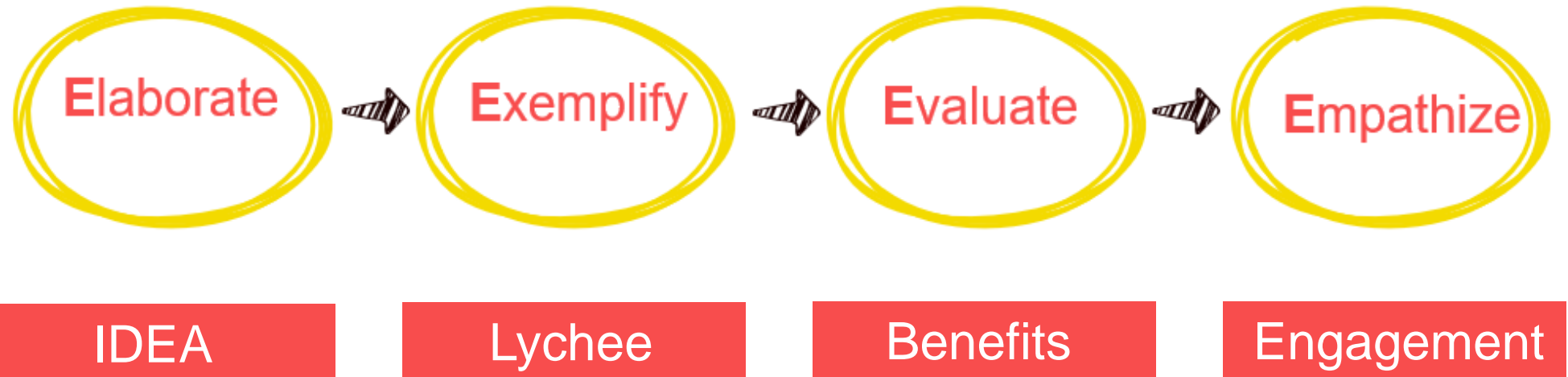
Rationale of Design



Enabling – Demo Design

Coordinated Development between Urban and Rural Areas

Reading
4E



Rationale of Design



TSCA: Teacher-Student Collaborative Assessment

Automated Assessment

Online

Self – Assessment



Self-assessment Checklist		Yes	No
Reading	understand the text by mind map and summary		
	differentiate views and supported details		
Writing	have the awareness of genre, use rhetorical devices		
	write according to your own identity and consider the audience		
Critical Thinking	think in a logical way to justify your view		
	think in a global perspective by comparison		
Learning ability	finish the study driven by external motivation		
	finish the study drive by internal motivation like self -interest		

Rationale of Design

Assessing

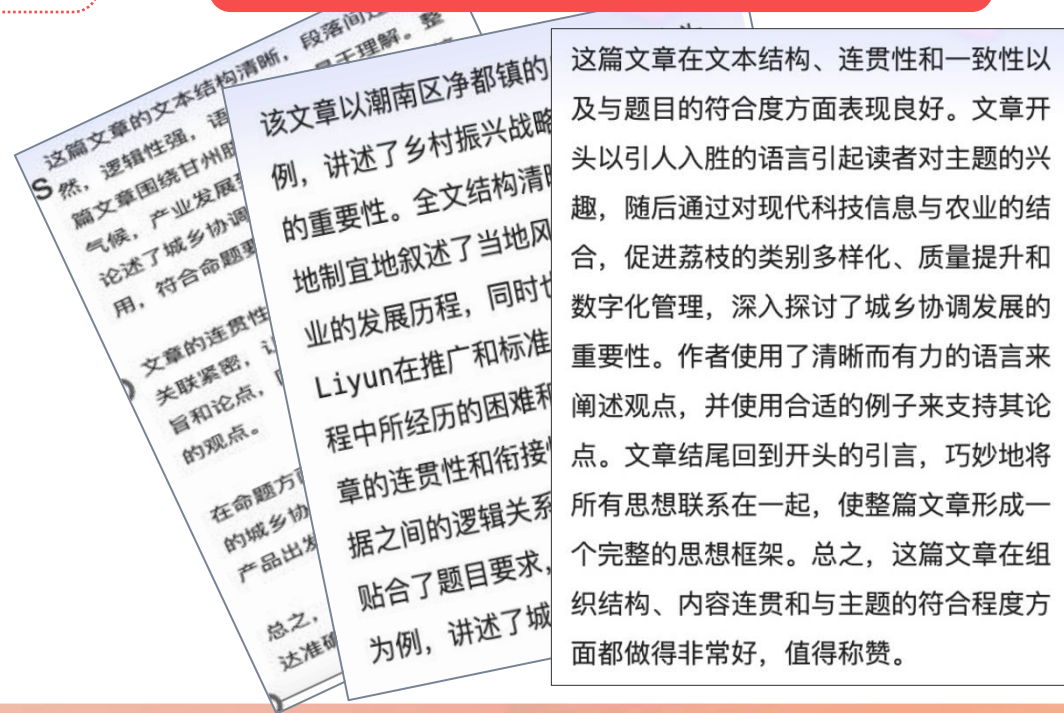
TSCA: Teacher-Student Collaborative Assessment

Peer - Assessment

Offline

Teacher – Assessment

Peer assessment and teacher assessment checklist		Score by peers	Score by teacher
Reading (4E)	elaborate the concept clearly and comprehensively		
	exemplify with specific and persuasive examples		
	evaluate the concept with reasons and own thinking		
	empathize by having willingness to participate		
Writing (4C)	Be clear to have a logical structure		
	Be concrete to have details of specific events, people,		
	Be convincing to have facts and evidence		
	Be connected to impressive readers from other cultures		
NB: Score (1-5) : 1-poor, 2-fair, 3-satisfactory, 4-good, 5-excellent			



Rationale of Design



Assessing –Demo Design

TSCA: Teacher-Student Collaborative Assessment

Questions to vote

Demo

Homework to finish



Empowerment of Digitalization



Digital Resources

Construction: micro lecture, students videos...

Use: a must do list and a select list



Digital Tools

Interaction: word cloud, bullet screen comments

Traceability: study and performance record



Digital Diagnosis

Accuracy: automatic revision



Efficiency: learning difficulties and problems

Effectiveness of Using the Textbook

Select

e.g. questions for critical thinking on P.42, 52-53;

Revise

e.g. the output scenario

Interpret

e.g. the understanding of the main text

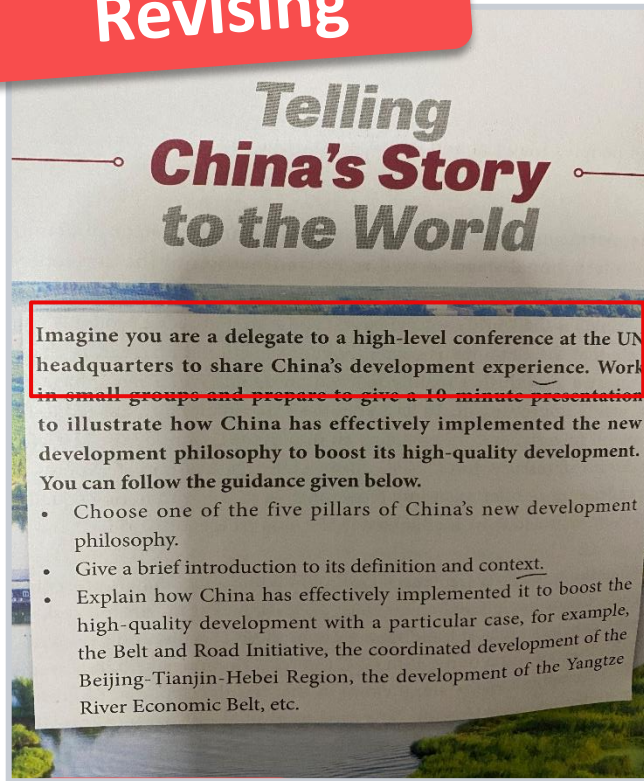


Supplement

e.g. examples of high-quality development

Effectiveness of Using the Textbook

Revising



Textbook

You are a delegate to a high-quality conference at the UN headquarter to tell China's story

You are a contestant to attend a contest of telling China's story

Our task



2023 “外研社·国才杯”

“理解当代中国”全国大学生外语能力大赛

“FLTRP·ETIC Cup”

“Understanding Contemporary China”

National Foreign Language Contest for College Students

3. 第三轮：讲好中国故事

比赛内容：

第一节：讲述关于当代中国发展成就的故事或案例（3分钟），考查选手讲述中国故事的典型性、生动性、创新性。

Effectiveness of Using the Textbook

Select

e.g. questions for critical thinking on P.42, 52-53;

Revise

e.g. the output scenario

Interpret

e.g. the understanding of the main text



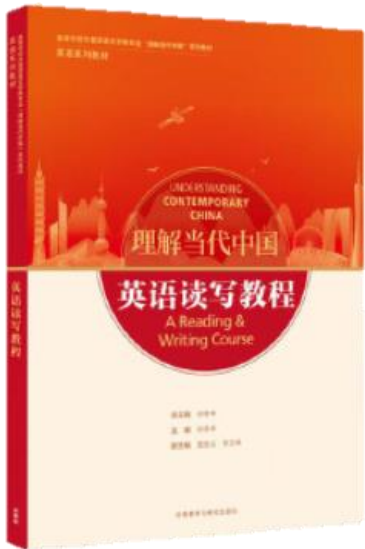
Supplement

e.g. examples of high-quality development

Effectiveness of Using the Textbook



Textbook Use—Demo Design



Select and interpret

Para. 12 --- measures of coordinated development between urban and rural areas:
Four: “we should ...”

Revise and Supplement

Examples of agricultural products

References

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- [2] 孙有中. 思辨英语教学原则 [J]. 《外语教学与研究》, 2019, 51 (6) : 825-837.
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- [6] 文秋芳. 产出导向法: 中国外语教育理论创新探索[M]. 北京: 外语教学与研究出版社, 2020.
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- [8] *China's Standards of English Language Ability*, Ministry of Education of the People's Republic of China, 2018.
- [9] China; National Language Commission of the People's Republic of China, 2018.
- [10] *XI JINPING THE GOVERNANCE OF CHINA III* , Foreign Language Press Co.Ltd, 2020.
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Unit 3

High-Quality Development

Coordinated Development
between Urban and Rural Areas





Motivate

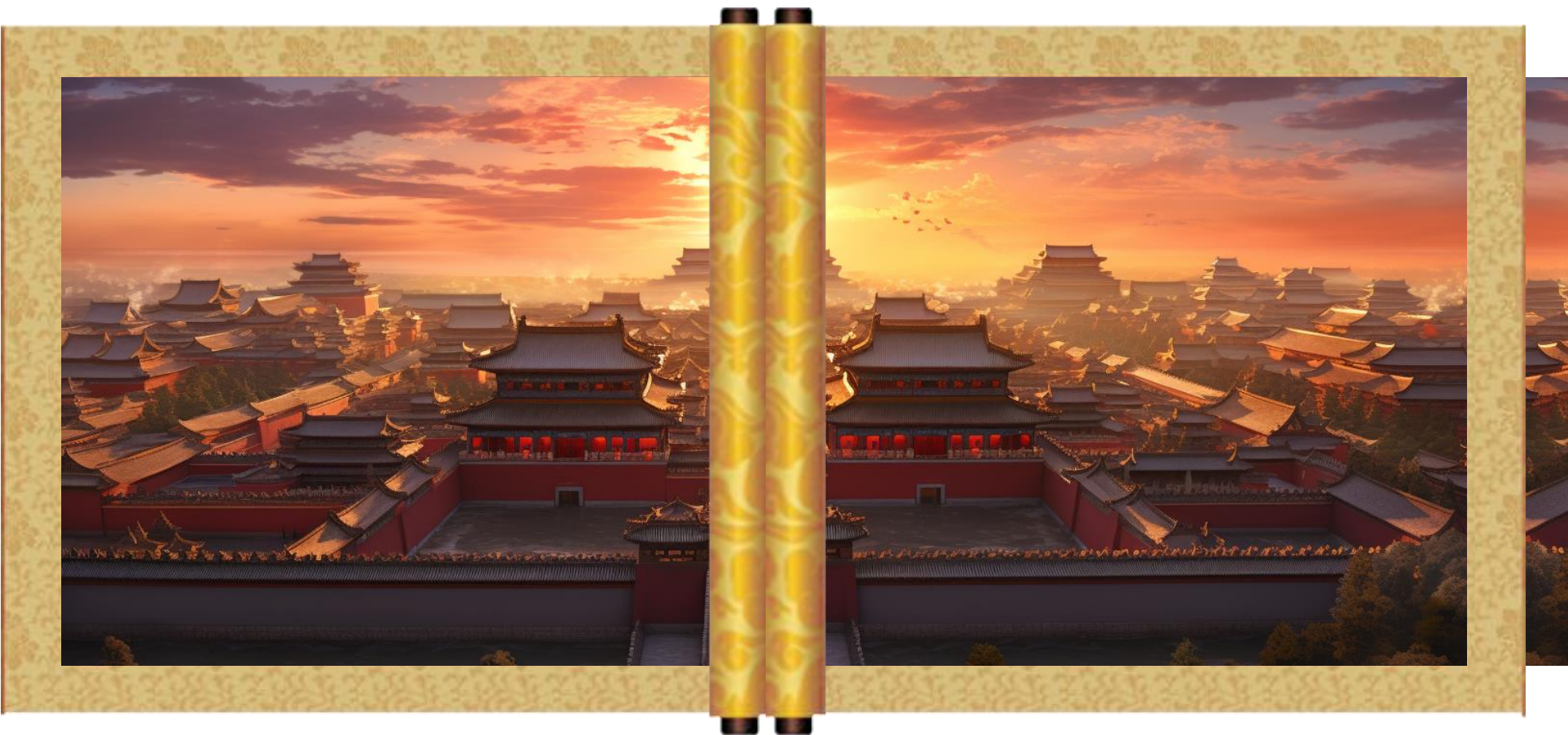
Elaborate

Exemplify

Evaluate

Empathize

Assess





Motivate

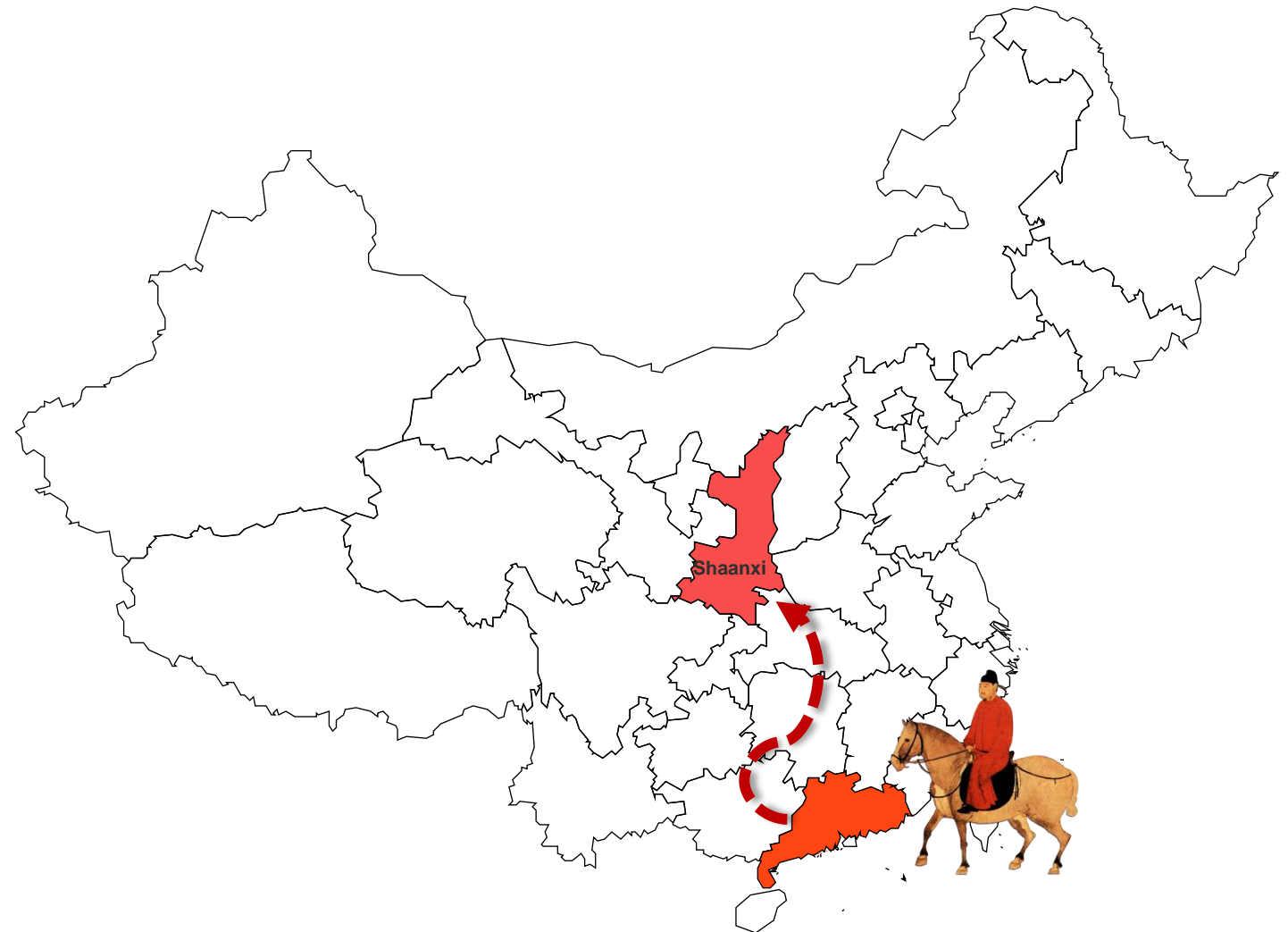
Elaborate

Exemplify

Evaluate

Empathize

Assess





Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess

Paragraph 12

Urban-rural Coordinated Development



- **We should** continue to ensure that industry helps agriculture and that cities support the countryside;
- **We should** implement the policy of giving more, taking less, and loosening control to increase rural incomes;
- **We should** balance public resource allocation in urban and rural areas;
- **We should** build new forms of relationship between urban and rural areas ... so as to continue to narrow the gap between urban and rural development.



Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess

Lychee IP



Ly
Xiaoji



Lychee
HuaDan



Lychee
Students



Princess
Ly' er





Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess

Paragraph 12

- We should continue to ensure that industry helps agriculture and that cities support the countryside;
- **We should** implement the policy of giving more, taking less, and loosening control to increase rural incomes;
- **We should** balance public resource allocation in urban and rural areas;
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How can industry help agriculture?



Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess

Lychee IP



**Ly
Xiaoji**



**Lychee
Students**



**Princess
Ly' er**



**Lychee
HuaDan**



Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess

Added Value



Food Processing Industry

Cultural Industry



Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess

How can industry help agriculture?



Integration

E

A

Through the **integration** of different industries.





Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess

Paragraph 12

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What does 'more' refer to?



Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess



What does 'more' refer to?

**Various subsidies
and insurance
policies**



**Different forms and
channels of
financial support**



Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess

Lychee IP



Ly
Xiaoji



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HuaDan



Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess



What does 'more' refer to?

Students in Lychee Science & Technology Backyard



Modern Agricultural Technology



Motivate

Elaborate

Exemplify

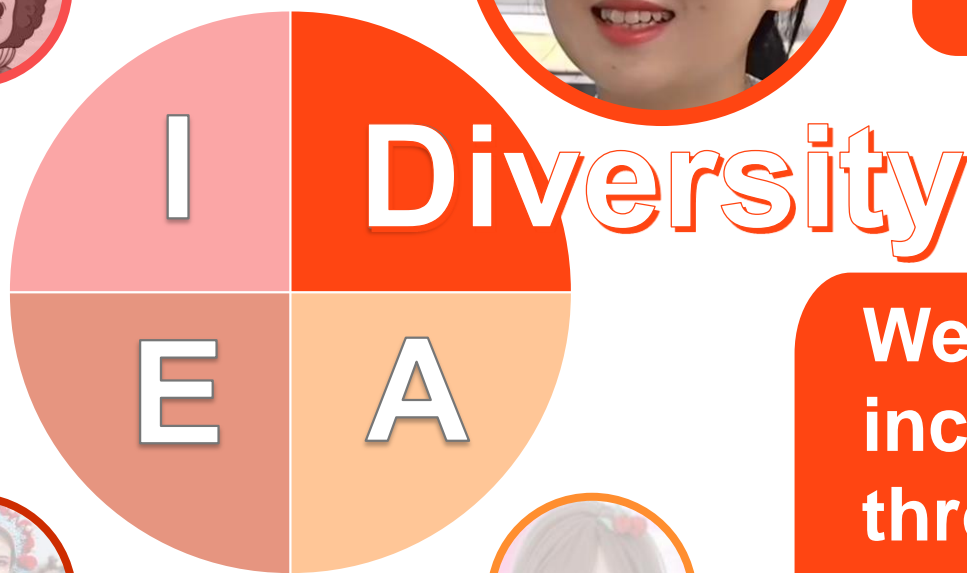
Evaluate

Empathize

Assess



What does
'more' refer to?



We can help farmers to increase their income through **diverse** policies, **diverse** people, **diverse** technology...





Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess

Paragraph 12

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What are public resources?



Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess

Paragraph 12

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What are public resources?



Motivate

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Empathize

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Paragraph 12

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How do we balance public resources?



Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess

Lycée IP



Ly
Xiaoji



Lycée
Students



Princess
Ly' er



Lycée
HuaDan



Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess



Who are you?

I am the first lychee virtual person in the digital world.





Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess



What can you do?

I can share all the information available online about lychee.





Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess



How can you do that?



Lychee industry has **online big data center** to record the production, delivery and sales of lychee for the public. I can share these data with you.



Motivate

Elaborate

Exemplify

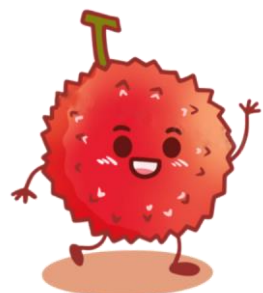
Evaluate

Empathize

Assess



How long does it take to send lychee from the South to Xi'an?



Sure. It only takes 4 hours to Xi'an.





Motivate

Elaborate

Exemplify

Evaluate

Empathize

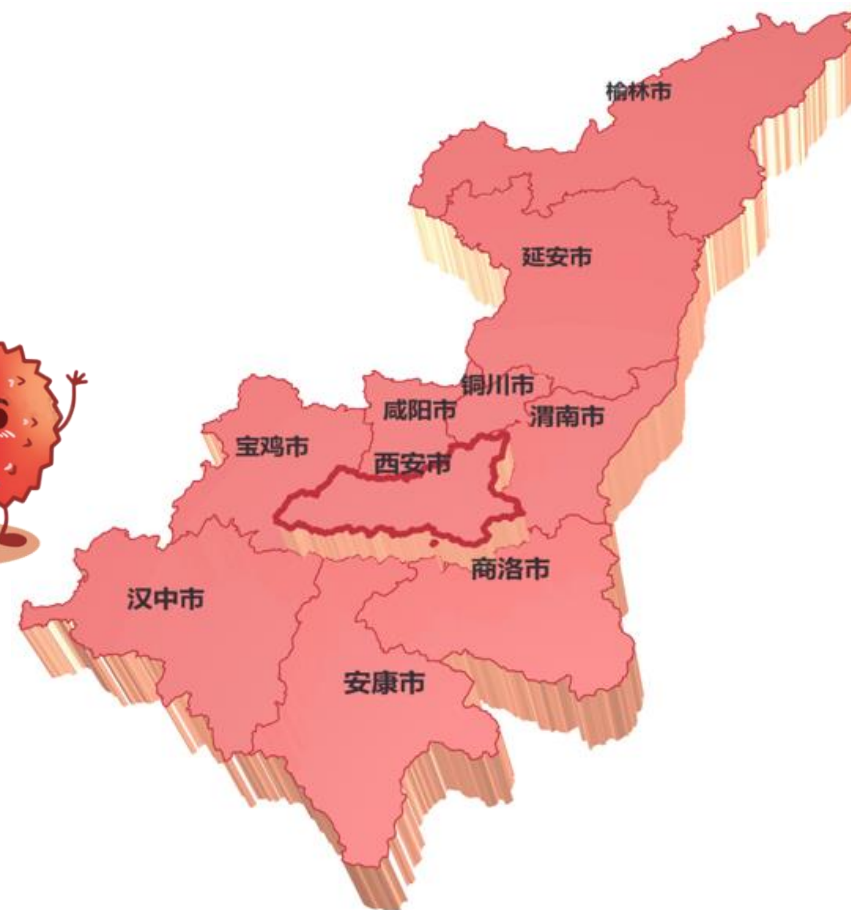
Assess



How can it be so quick?



Sure. It only takes
4 hours to Xi'an.





Motivate

Elaborate

Exemplify

Evaluate

Empathize

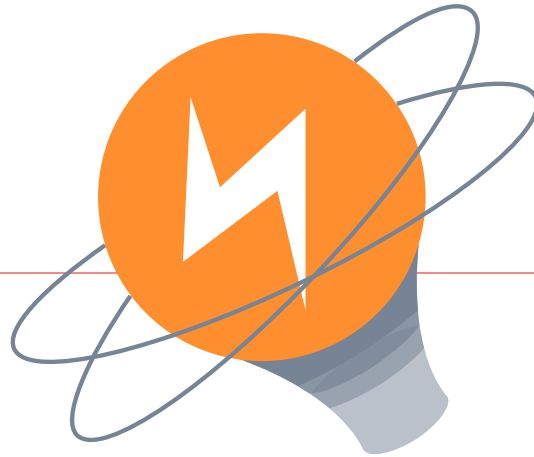
Assess

How can it be so quick?



**Online
Resources**

Record & Monitor the
process of lychee from
the tree to our dinner table.



**Offline
Resources**

Use cool chain
storage and delivery.



Motivate

Elaborate

Exemplify

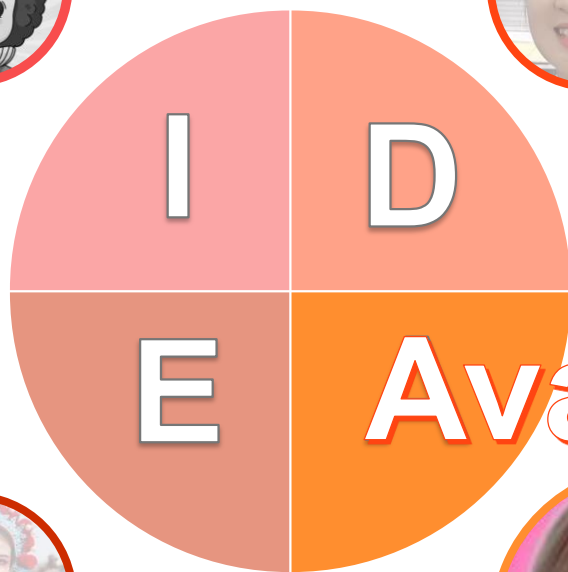
Evaluate

Empathize

Assess



The most important thing is the **availability** of **online** public resources to empower traditional **offline** resources.



Availability



How to balance public resources?



Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess

Paragraph 12

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Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess

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- We should build **new forms of relationship between urban and rural areas** ... so as to continue to narrow the gap between urban and rural development.



What are the new forms?



Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess



What are the **new forms of relationship** between urban and rural areas?

Use ONE word to describe it.



Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess

Paragraph 12

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How can we build up a relationship?



Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess

Lychee IP



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Xiaoji



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Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess





Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess

Singing Cantonese Opera to promote Chinese culture to the world



Lychee HuaDan

Strengthening the relationship between China and the world





Motivate

Elaborate

Exemplify

Evaluate

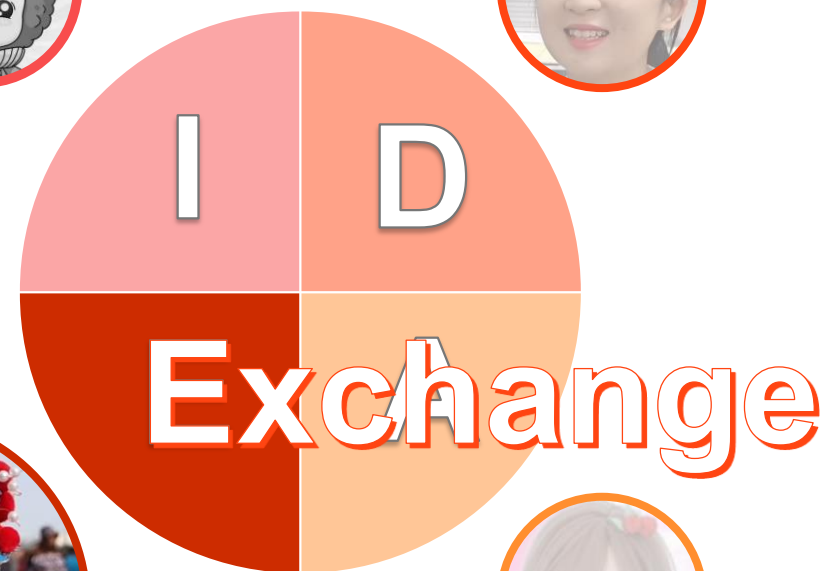
Empathize

Assess



Exchange is
important for building
good relationship.

How can we build up a
relationship?





Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess

What would be the reason for the changes?



Urban

Rural

Coordination





Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess

IDEA >>> WISDOM



Integration

Integration
of different
industries



Diversity

Diversity to
increase
incomes



Exchange

Exchange
for
relationship



Allocation

Availability of
online public
resource



Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess



Chinese Wisdom



Rural Revitalization



Common Prosperity



Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess



**What can you do to
join in the coordinated
development between
urban and rural areas?**





Motivate

Elaborate

Exemplify

Evaluate

Empathize

Assess

Questions to VOTE

Question 1:

Do you understand coordinated development of urban and rural areas?

Question 2:

Are you ready to participate in it to make your contribution?





Motivate

Elaborate

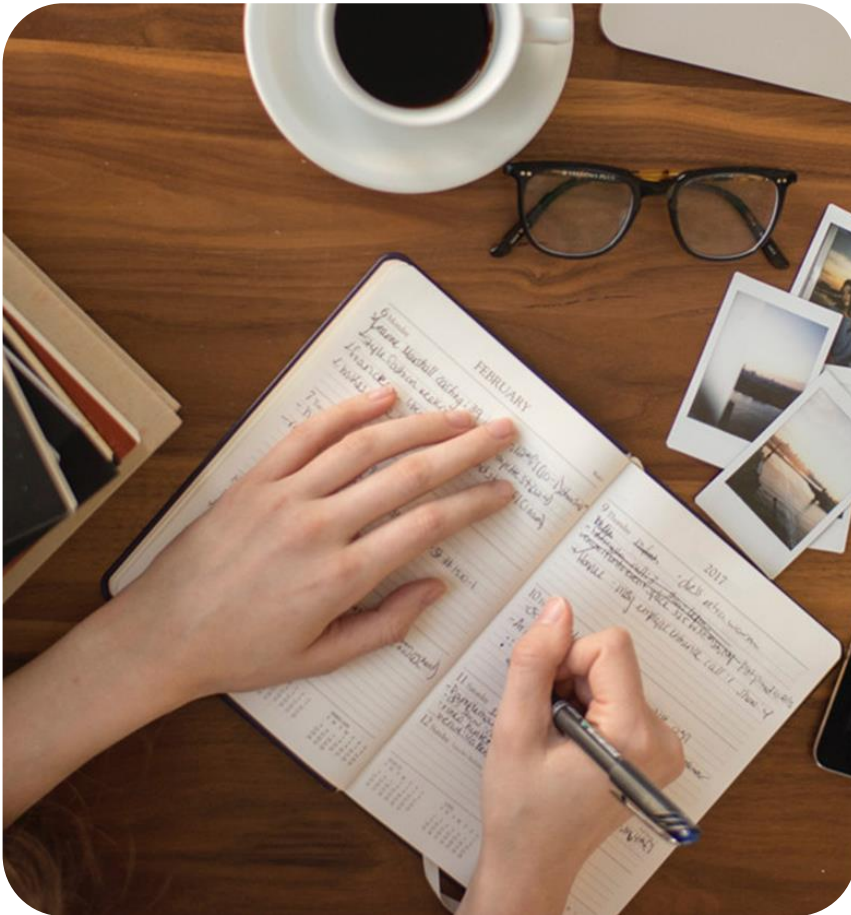
Exemplify

Evaluate

Empathize

Assess

Homework



Understanding - Reviewing

Use the **4E** model and the **IDEA** pattern to illustrate the concept of coordinated development between urban and rural areas.

Telling - Previewing

Write a story titled
"The Story of Coordinated Development between Urban and Rural Areas"
(think of one specific agricultural product in your hometown).

Thank you!

