

2023外研社“教学之星”大赛

外语教材的有效使用:

数字赋能 创新育人



Teaching Design

Demo Class

Teaching Design





- 1 Target Students
- 2 Teaching Material
- 3 Teaching Objectives
- 4 Unit Design
- 5 Demo Class Planning
- 6 Innovative Aspects
- 7 Reflection and Evaluation

Basic Information

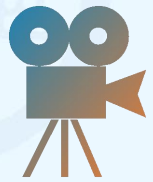


Identity

Junior college
students
majoring in
international
finance

Interest
Possess
basic
English
awareness

A



Proficiency

Lack of
English
proficiency

Performance

Insufficient self-
learning
motivation



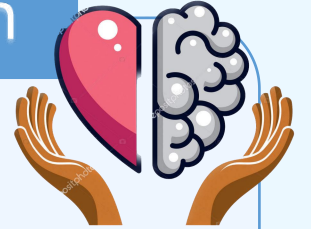
Extrinsic and Intrinsic Model

Extrinsic Motivation

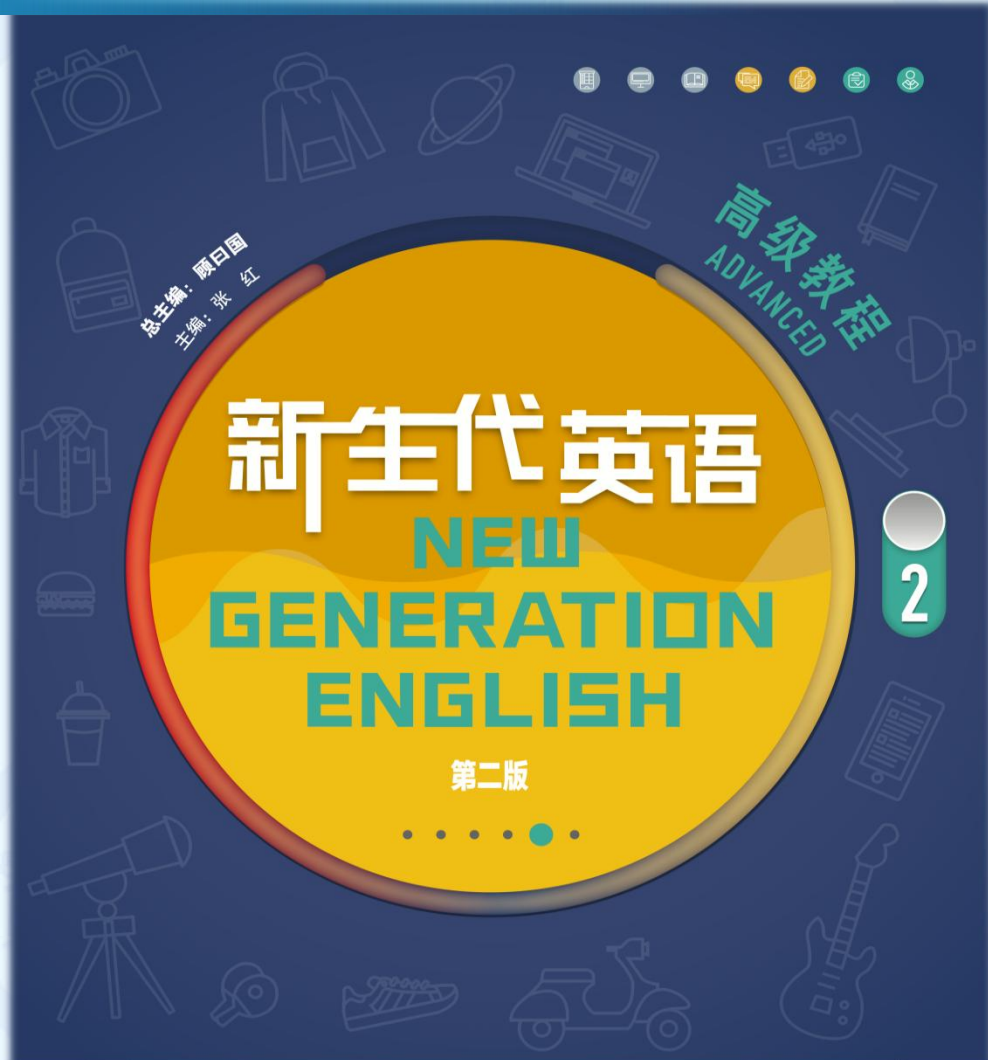


1. Tests: **CET-4 exam**
2. Academic success: **Good grade and GPA**
3. Career success: Practical **workplace skills** for financial independence

Intrinsic Motivation



1. Strong desire for **interpersonal communication and innovation**
2. Affinity with **finance-related cultural, political and ethnic contents.**



Unit 4

I'd like to open an account

Beyond the Text

Criteria For Coursebook Assessment

Advantages: 5A

1. Adequate **visual materials** of bank working scenes available
2. Adequate attractive and clear **layout, print easy to read**
3. Adequate **content clearly organized and graded**
4. Adequate **linguistic review and test sections;**
5. Adequate **linguistic explanation** in money-related domain.

Disadvantages: 3L

1. Less topic and tasks related to students **finance career demand**
2. Less **fluency practice** in finance working environment
3. Less encouragements to **students' own teaching strategies**

➤ Teaching Objectives

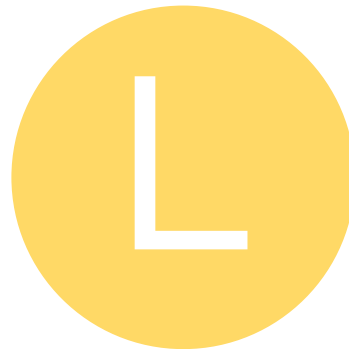
Whole-person
education
principle



Moral Education



Intellectual Education



Labor Education



Aesthetic Education

➤ Teaching Objectives

M

Moral

- Money and consumption attitude
- Service awareness
- The core ideology of socialism

- Linguistic inventory
- Finance-related linguistic Fluency
- Basic questionnaire skills for guests' request

I

Intellectual

L

Labor

- Reception in Money Museum
- Collaboration and coordination
- volunteer experience

- Intercultural awareness
- Aesthetic awareness toward Chinese currencies

A

Aesthetic

➤ Teaching Objectives

Professional core competencies

```
graph TD; A[Professional core competencies] --> B[职场涉外沟通]; A --> C[多元文化交流]; A --> D[语言思维提升]; A --> E[自主学习完善]; B --> B1[外宾接待礼仪]; C --> C1[中西钱币比较]; D --> D1[钱币语域习得]; E --> E1[解说技巧进阶];
```

职场涉外沟通

外宾接待礼仪

多元文化交流

中西钱币比较

语言思维提升

钱币语域习得

自主学习完善

解说技巧进阶

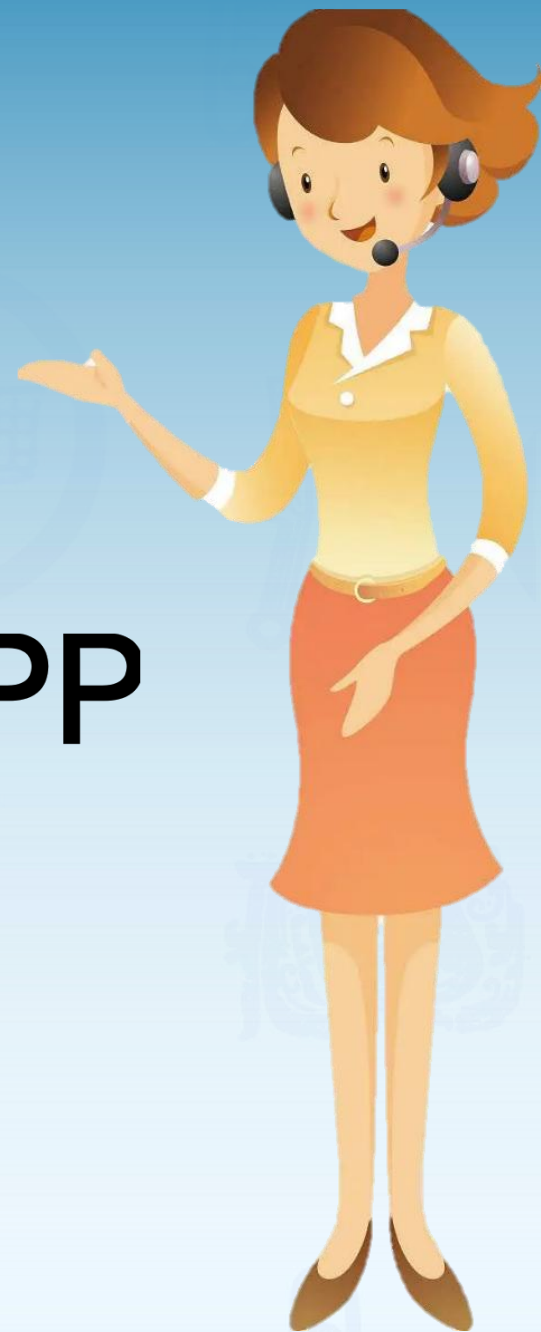
Purpose 讲什么: 中西钱币文化

Context 为谁讲: 外宾调查分析

Process 如何讲: 解说技巧提升

Project 真实讲: 展馆实战演练

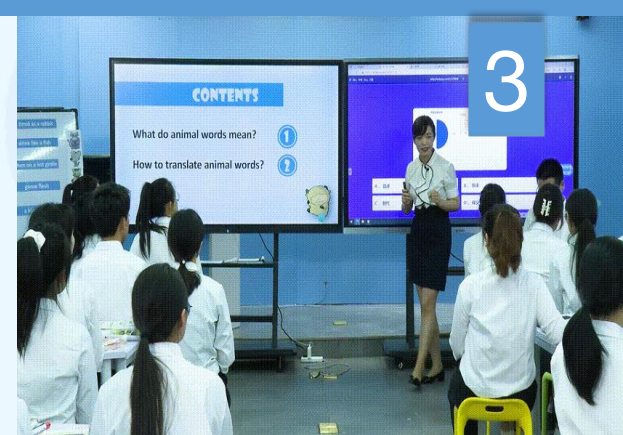
PCPP



Purpose | 讲什么



Context | 为谁讲



Project | 真实讲



Process | 如何讲



Textbook Content		Content Reconstruction	
Vocabulary Builder	Money and finance related language input training	Reconstructing the textbook content based on the task of Money Museum (<i>PCPP outline</i>)	
ShowTime	video model’ s reactivation of the relevant domain		
Reading	Questionnair of Chinese money and consumption attitude	Process讲什么 (2课时)	Chinese and western money culture
Chat Time	Expression for money and finance	Context为谁讲 (2课时)	Research and analysis of foreign guests
Writing	Chart description and writing	Process如何讲 (2课时)	improvement of oral and written introduction
Grammar	Modal verb	Project真实讲 (2课时)	Real-life exhibition tasks

➤ Demo Class Planning

“5-tion” teaching strategies are answers to how to give students a warm-up session before a real-life practice and cultural study.



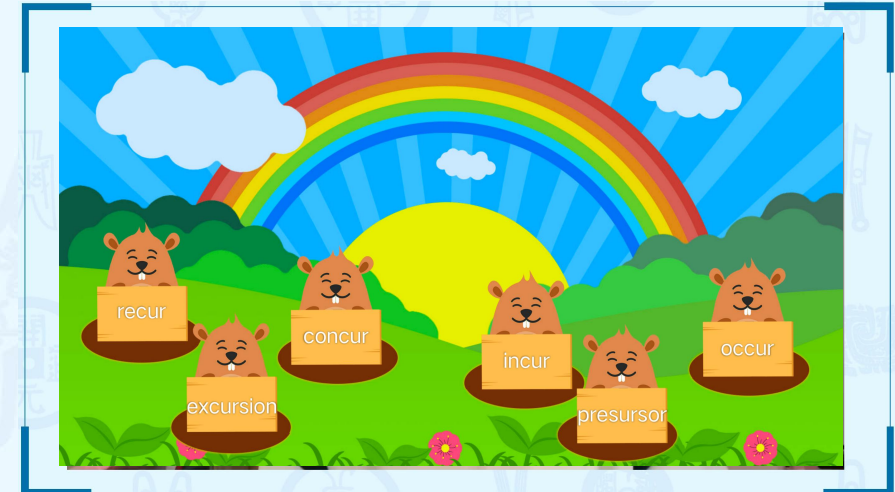
➤ Demo Class Planning

- **Introduction:** Rise a linguistic question to set up a scene.
- **Preparation:** Offer the answer and bridge the answer with cultural background;
- **Visualization:** Visualized media for cultural study and interaction with students through the **Unipus** network platform.
- **Analysis:** Go deep into the Chinese money culture' s historical, aesthetic and spiritual background
- **Exemplification:** Summarize the above procedures as an example and encourage students to introduce the Chinese money culture in their own way

➤ Demo Class Planning



Online Live Help-call



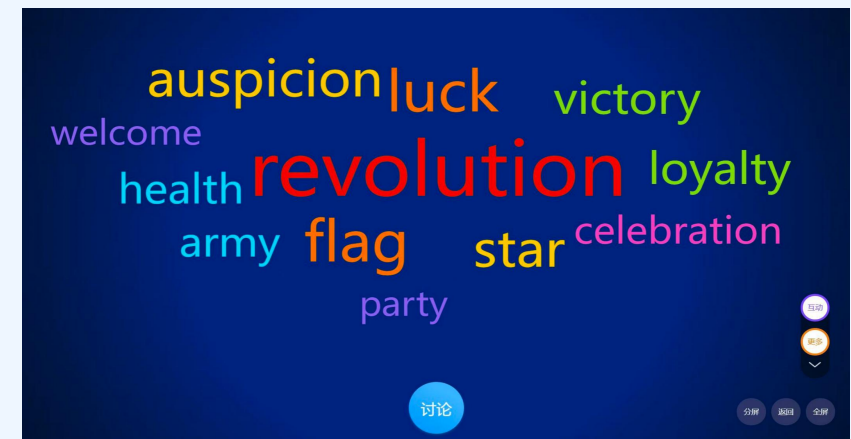
Vocabulary Interactive Game

Money Museum



Online Video Resources

Vocabulary Interactive Game



Word Cloud Interactive Bullet Screen

Innovative Aspects

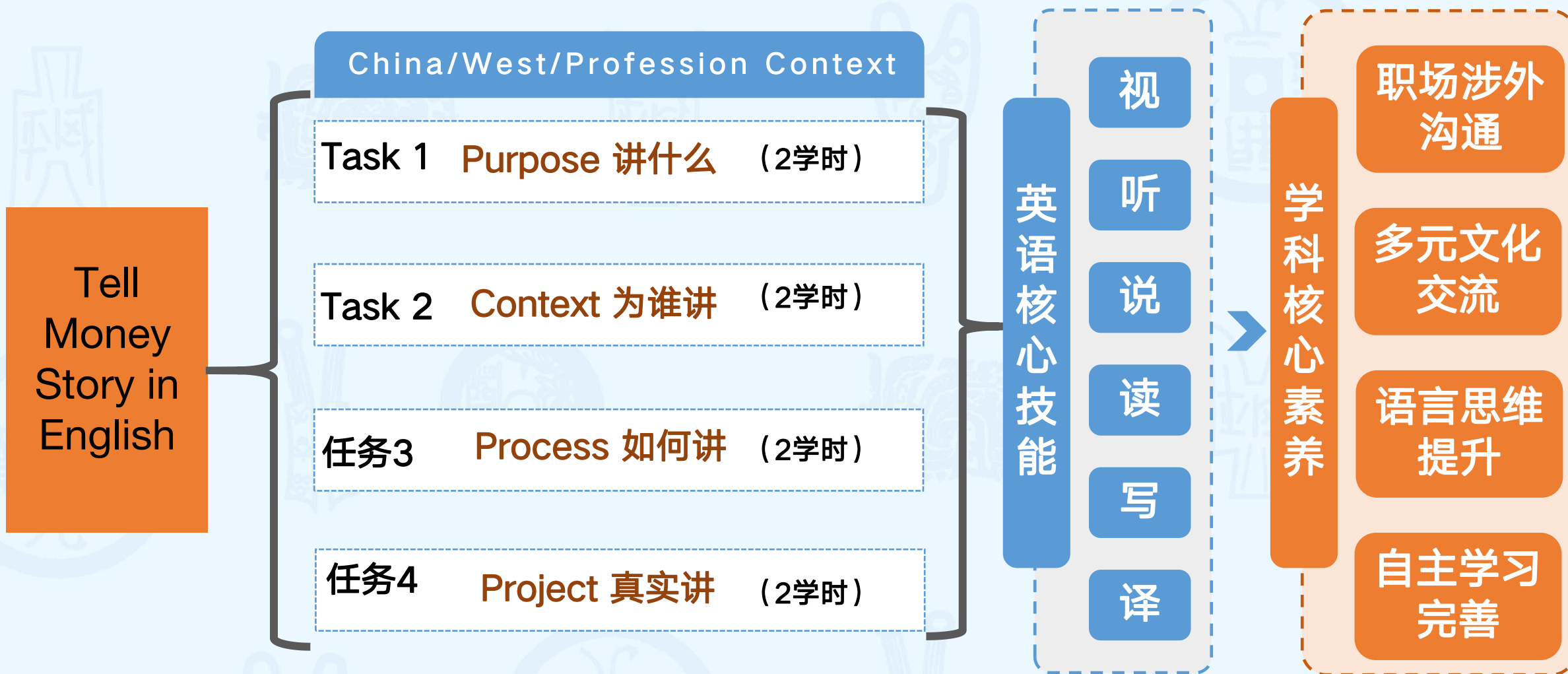
Restructure the book content based on the curriculum standards

Rely on school-based resources to create a real-life training space

Smart and Multiple evaluation system



Restructure the book content based on the curriculum standards





Rely on school-based resources to create a real-life training and learning space



Simulating Workplace Scenarios



Immersive Real Exhibition



VR Interactive Experience



Smart Plus Multiple evaluation system



手段: Unipus

作用: Distribute assessment questionnaires to assess student performance in real time



手段: iWrite

作用: Teacher-student interaction, online optimization of introduction script



手段: iTest

作用: Distribute questions related to language, grammar and cultural knowledge, so as to review the old and know the new

Value-added multiple teaching evaluation system



➤ Reflection and Evaluation

Evaluation Criteria (Money Museum Guide) 评分标准

Items 考察点	Requirements 要求	Scores 满分
Commentaries 解说词	1. Complete Content 讲解内容完整	20
	2. Clear Structure 讲解结构清晰	20
	3. Cultural Connotation 文化内涵丰富	20
Oral Representation 口头表达	4. Verbal Communication 口语表达流畅	20
	5. Non-verbal Communication 讲解礼仪规范	20

Demo Class

Demo Class





word

root

suffix

money

=

mon

+

ey (名词后缀)

词根
决定
词义

currency

=

curr

+

ence (名词后缀)

钱



罗马神话
Juno Moneta

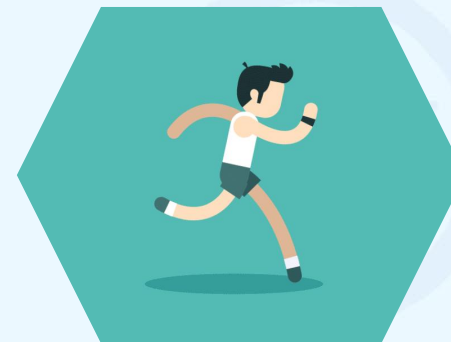
词根
mon

money 钱
monetary policy



造币厂
mint

词根
cur
curr



跑，发生

current 流通的
currency 货币





cur

occur

=

oc- 向

+

cur



发生

incur

=

in- 进入

+

cur



招致

concur

=

con- 一起

+

cur



同时发生

recur

=

re- 再次

+

cur



再发生

Money is not everything!

Money can buy a **house**, but not a .

Money can buy a **bed**, but not .

Money can buy a **clock**, but not .

Money can buy a **book**, but not .

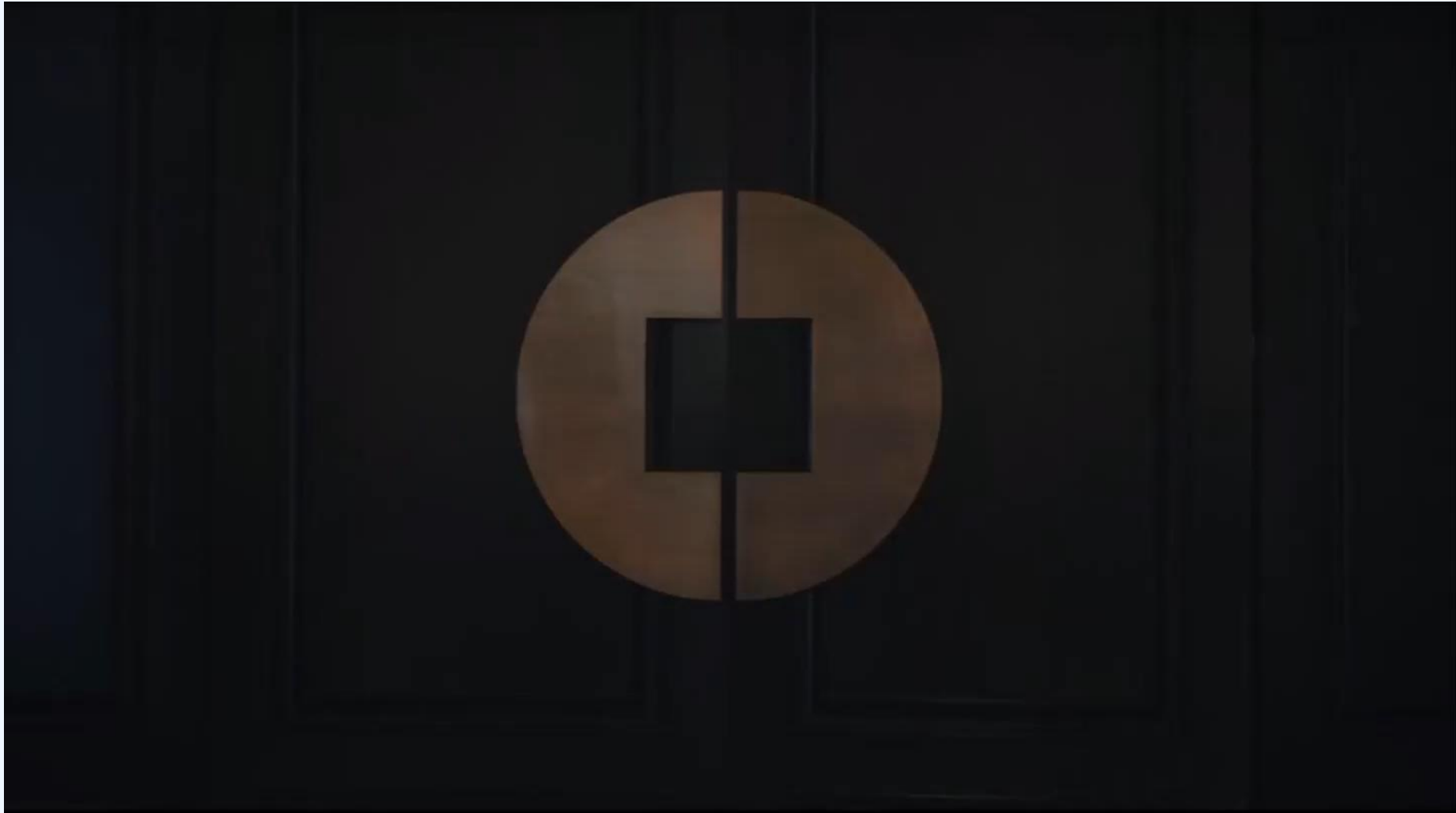
Money can buy you a **position**, but not .

Money can buy you **medicine**, but not .

Money can buy a **friend**, but not .

Money can buy you **blood**, but not .

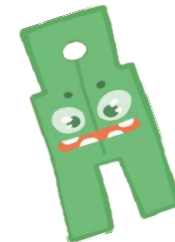
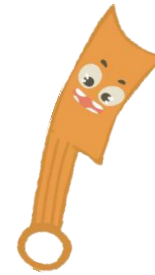
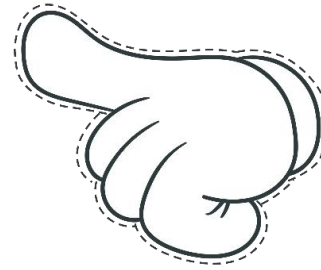
Money Museum



Aesthetic value

Historical value

Collection value



China's ancient money enjoyed various shapes.

spade-shaped coin
布币

knife-shaped coin
刀币

ring money
环钱





Wuzhu Coin



匀称均衡之美

**Beauty of
symmetry**

Money Pattern

欧阳询



半两(秦)公元前175年
李斯 篆书



开元通宝(唐)公元621年
欧阳询 楷书



宣化通宝(宋)公元995年
宋太宗赵光义 草书



咸平通宝(宋)公元998年-1022年
宋真宗 赵恒楷书



元祐通宝(宋)公元1086年
司马光 行书

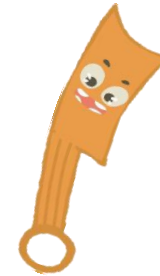


大观通宝(宋)公元1107年始铸
宋徽宗赵信 瘦金书

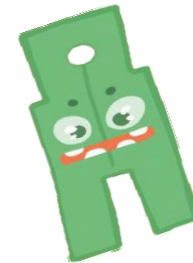
Aesthetic value

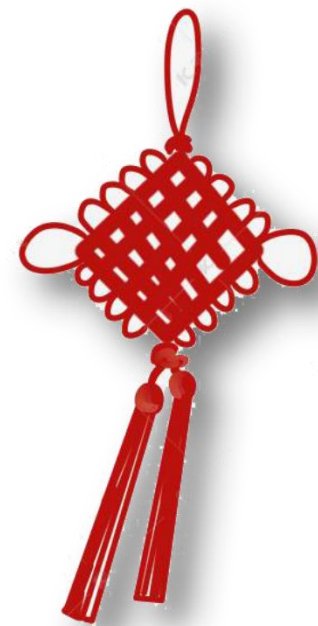
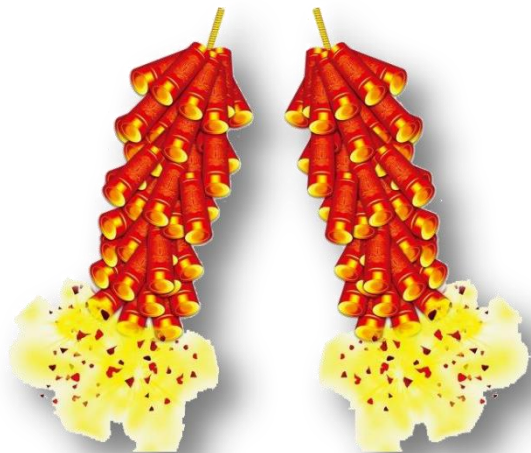


Historical value



Collection value





Chinese Red 中国红

auspicion luck victory
welcome
health revolution loyalty
army flag star celebration
party

讨论

互动

更多



分屏

返回

全屏

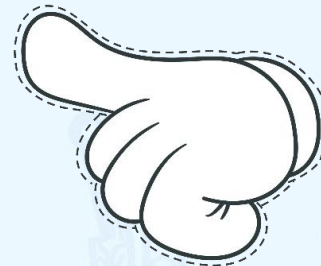
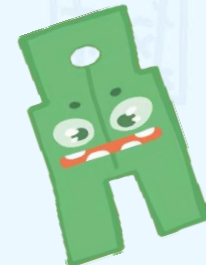
Red money is the economic lifeline of the red regime.



*Aesthetic
value*

Historical value

Collection value



¥ 0 0 0 0 0 0



Da Guan Tong Bao
宝

大观通

slender gold script

瘦金体

¥ 2 3 7 3 0 0



Da Guan Tong Bao
宝

大观通

slender gold script

瘦金体

苏维埃币



2016年，在北京举办的红色藏品专场拍卖会上，一套由中华苏维埃政府国家银行发行的纸币以100.2万元人民币的价格成交。

¥ 1 0 0 2 0 0 0



2016年，在北京举办的红色藏品专场拍卖会上，一套由中华苏维埃政府国家银行发行的纸币以100.2万元人民币的价格成交。

Money of China

中国钱币形态多样

Wisdom of China

中国钱币历史悠久

History of China

中国钱币底蕴深厚

Spirit of China

中国钱币形态多样



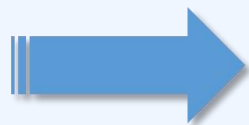
Wisdom of
China

中国钱币历史悠久



History of
China

中国钱币底蕴深厚



Spirit of
China



Task

01

Figure out the formation for the following words

account

withdraw

identification

deposit

passport

transfer



THANK YOU

